



Public Relations Department
Michael Hughes, executive producer

PRIVACY POLICY

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Z3Sports.com website visitors, users, subsidiaries, etc.

Information Collection and Use

Z3 Sports and its subsidiaries are the sole owners of the information collected on this website. We will not sell, share, or rent this information to others in ways different from what is disclosed in this statement. Z3 Sports and its subsidiaries collect information from our users at several different points on our website. We do not knowingly collect personal information from children under the age of 13. Should we ever do so, we will comply with the Children's Online Privacy Protection Act.

Registration

In order to use portions of this website, a user must first complete the registration form. During registration a user is required to give their contact information (such as name and email address). This information is used to contact the user about the services on our site for which they have expressed interest. It is optional for the user to provide demographic information (such as income level and gender), but encouraged so we can provide a more personalized experience on our site. There will be an option in any registration area to not be included in sponsor mailings.

Cookies

A cookie is a piece of data stored on the user's hard drive containing information about the user. Usage of a cookie is in no way linked to any personally identifiable information while on our site. Once the user closes their browser, the cookie simply terminates. For instance, by setting a cookie on our site, the user would not have to log in a password more than once, thereby saving time while on our site. If a user rejects the cookie, they may still use our site (with limitations where cookies are required). Some of our business partners might use cookies on our site (for example, advertisers). However, we have no access to or control over these cookies.

Log Files

We use IP addresses to analyze trends, administer the site, track users' movement, and gather broad demographic information for aggregate use. IP addresses are not on their own linked to personally identifiable information.

Sharing

We will share aggregated demographic information with our partners and advertisers. This is not linked to any personal information that can identify any individual, unless the individual provided consent during registration of services. We partner with other parties to provide specific services. When the user signs up for these services, we will share names, or other contact information that is necessary for the third party to provide these services. These parties are not allowed to use personally identifiable information except for the purpose of providing these services.

Links

This web site contains links to other sites. Please be aware that we at Z3 Sports and its subsidiaries are not responsible for the privacy practices of such other sites. We encourage our users to be aware when they leave our site and to read the privacy statements of each and every web site that collects personally identifiable information. This privacy statement applies solely to information collected by this website.

Mailing List Services

If a user wishes to subscribe to any of our mailing list services, we ask for contact information such as name and email address.

Surveys & Contests

From time to time our site requests information from users via surveys or contests. Participation in these surveys or contests is completely voluntary and the user therefore has a choice whether or not to disclose this information. Information requested may include contact information (such as name and shipping address), and demographic information (such as zip code, age, etc...). Contact information will be used to notify the winners and award prizes. Survey information will be used for purposes of monitoring or improving the use and satisfaction of this site.

Security

This website takes every precaution to protect our users' information. When users submit sensitive information via the website, your information is protected both online and offline. When our registration/order form asks users to enter sensitive information (such as credit card number, etc...), that information is encrypted and is protected with the best encryption software in the industry - SSL. While on a secure page, such as our order form, the lock icon on the bottom of Web browsers such as Netscape Navigator and Microsoft Internet Explorer becomes locked, as opposed to un-locked, or open, when you are just 'surfing'. While we use SSL encryption to protect sensitive information online, we also do everything in our power to protect user-information off-line. All of our users' information - not just the sensitive information mentioned above - is restricted in our offices. Only employees who need the information to perform a specific job (for example, our billing clerk or a customer service representative) are granted access to personally-identifiable information. Furthermore, *all* employees are kept up-to-date on our security and privacy practices. Every quarter, as well as any time new policies are added, our employees are notified and/or reminded about the importance we place on privacy, and what they can do to ensure our customers' information is protected.

Supplementation of Information

In order for this website to enhance its ability to tailor the site to an individual's preference, we combine information about the purchasing habits of users with similar information from our partners.

Special Offers

We send all new members a welcoming email to verify password and username, if applicable, and desire to be included in mass mailings or emailings. Established members will occasionally receive information on products, services, special deals, and a newsletter. Out of respect for the privacy of our users we present the option to not receive these types of communications. Please see our choice and opt-out below.

Site and Service Updates

We also send the user site and service announcement updates. Members are not able to unsubscribe from service announcements, which contain important information about the service. We communicate with the user to provide requested services and in regards to issues relating to their account via email or phone.

Correction/Updating Personal Information

If a user's personally identifiable information changes (such as your zip code), or if a user no longer desires our service, we will endeavor to provide a way to correct, update or remove that user's personal data provided to us. This can usually be done by emailing or calling our Customer Support Center.

Choice/Opt-out

Our users are given the opportunity to 'opt-out' of having their information used for purposes not directly related to our site at the point where we ask for the information. For example, our order form has an 'opt-out' mechanism so users who buy a product from us, but don't want any marketing material, can keep their email address off of our lists. Users who no longer wish to receive our newsletter or promotional materials from our partners may opt-out of receiving these communications by replying to any mass communication with only the text "unsubscribe" in the subject line and/or body of the email. Please note that by removing your name from our database, you may be ineligible for certain promotions and other offers.

Sincerely,

Michael Hughes
Executive Producer, Z3 Sports

Enclosures: (10)