

## **Veloist Privacy Policy**

This Privacy Policy describes the information collection and use procedures at this Veloist website (Veloist.com). This notice describes our online information collection and use practices at veloist.com.

This privacy policy is effective as of January, 2007. In the future, our Site or our practices may change, and if appropriate, we will revise this Privacy Policy accordingly, and post the update version here. If we alter our practices in a manner that will significantly impact the treatment of information you have already provided, we will send you a notice of our new practices. If you do not agree with the privacy practices described in this Privacy Policy, you should not provide us with information.

### **Information Collection and Use**

There are several interactive features veloist.com, including the ability to register, upload content, rank and review user-submitted content. Additional features, such as the ability to participate in contests, provide feedback to Veloist through surveys, and sign up for Veloist newsletters may be provided in the future. Information collected on veloist.com includes name and email address, and may also include street address as well as other information. Veloist also offers a tell-a-friend service, where your email address and the address of your friend is collected.

Information you submit will be used to respond to your request. Friends' email addresses submitted in the tell-a-friend feature will be used one time, to send the message you have requested the friend receive. Some of your user information, including your user name, will be accessible to other registered users, for example on content comment pages or in connection with content you submit. User content you submit will be publicly available, thus if you include in your submission personally identifiable information (like beginning your submission with your name, or showing your car's license plate number in your video) that information will become available to the general public for viewing on veloist.com. Take care when preparing your submission. If you do not wish to have your information shared with other users, you should deactivate your account and cease use of the Site. We may also use your information for other legitimate business purposes, including sending you notices about Veloist, its products and services, or asking for your input and feedback on our products and services.

As part of our regular business conduct, and regardless of whether you have opted out of having your information shared, we share information with third parties who help us deliver your requested services. We also will share your information in the event that there is a change of corporate ownership. We may also share information with government officials in order to cooperate with a legitimate investigation. We may also combine the information you submit to us with information we have collected from you in other forums, such as through emails or offline, or with publicly available information or information we obtain from third parties.

This Site also uses passive tracking technologies to log non-identifiable information such as IP address, browser type and Site usage. The information collected in this manner is used for site maintenance and development. We may also employ "cookies" or similar technologies provide additional functionality to the Site and help us analyze Site usage more accurately. Some of the features on our Site will only function if your browser is set to accept cookies. Thus, if you decline to accept cookies, certain features of our Site may not operate properly.

**Security and Data Storage**

We use industry standard measures to protect the personal information you provide. Data you provide to us will be stored on our servers in the United States or abroad. By providing us with your information, you understand and consent to the international transfer of your data.

**Children on This Site**

This Site is intended for an adult audience, and children under the age of 13 are not eligible to participate. Veloist understands and attempts to comply with the Children's Online Privacy Protection Act, and for that reason uses age screens to block children under 13 from providing personally identifiable information. If you are a parent and believe that your child has submitted Veloist with information, please contact us at [privacy@veloist.com](mailto:privacy@veloist.com).

**Links**

From time to time we may include at the Site links to other web sites as a service to you. The third party sites are operated by companies that are outside of our control, and your activities at those sites will be governed by the policies and practices of those third parties. We encourage you to review the privacy practices of these third parties before disclosing any personally identifiable information, as we are not responsible for the privacy practices of those sites.

**Contact Us**

If you are receiving Veloist email advertisements and no longer wish to receive those email messages, you may opt out at the time you receive the message by following the instructions in that email. Please allow ten days for your request to be processed. For questions or concerns regarding the use of personal information you submit to us, please contact us at [privacy@veloist.com](mailto:privacy@veloist.com). You may also reach us at The Veloist, c/o Passion Brands LLC, 2980 Cherokee Lane, Riverwoods, IL 60015.