



## TUNEBUG, INC. PRIVACY POLICY

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### TUNEBUG, INC. CONTACT INFORMATION:

Tunebug, Inc. 830 Stewart Dr, Suite 201 Sunnyvale, CA 94085 408.792.7022

Tunebug, Inc. cares deeply about online privacy. If you have any questions concerning this privacy policy, we can be reached via email by filling out our contact form located at the following URL: [www.tunebug.com/contact](http://www.tunebug.com/contact)

### PERSONALLY IDENTIFIABLE USER INFORMATION

#### REGISTRATION

In order to use certain features of this Web site, we request certain personally identifiable information from you on the registration form and/or require you to create a user name and password. During registration you are required to give contact information (such as name and email address). We use this information to contact you about the services or members on our site in which you have expressed interest.

You may have the option to provide demographic information such as interests or profession. We encourage you to submit this information so we can provide you a more personalized customer experience.

Types of communications you may elect to receive from Tunebug, Inc. that require use of personally identifiable information include Customer Service emails in response to order or product related support issues. Special Promotions and Updates to notify you of promotional opportunities, Newsletters to stay abreast of Tunebug, Inc. related news & events, & Product or Service Announcements to advise of temporary service outages or technical product announcements.

Tunebug, Inc. is the sole owner of the information collected on Tunebug, Inc. Tunebug, Inc. collects personally identifiable information from our users at several different points on our Web site.

#### ORDERS

If you purchase a product or service from us, we request certain personally identifiable information from you on our order form. You must provide contact information (such as name, email, and shipping address) and financial information (such as credit card number, expiration date).

We use this information for billing purposes and to fill your orders. If we have trouble processing an order, we will use this information to contact you.

Types of order-related communications that require use of personal information include Order Confirmation email to confirm the placement, & summarize the contents of your order, Shipping Confirmation email to notify you when your order ships, and Customer Satisfaction Emails to ensure you are satisfied with your Tunebug, Inc. product.



## CONTEST ENTRIES

If you enter a promotion or contest on our site, we require that you provide certain personally identifiable information, including but not limited to your name, address, favorite sports & activities, computer specifications, & website usage preferences. This information is necessary to process your Application and/or Complete Entry, contact you in response to your contest participation, and to improve the Tunebug, Inc. customer experience.

Types of promotion or contest related communications include Complete Entry Confirmation emails confirming your participation in a given promotion or contest, Thank You Emails thanking you for participation in a given promotion or contest, Congratulations Emails advising you that you may have won or advanced to a new stage of a promotion or contest, and Invitations to future contests & events.

## USES OF INFORMATION

The website uses both non-personally-identifiable information and personal information to improve the overall Tunebug, Inc. consumer website experience, provide relevant & targeted content to website visitors, customers, & opt-in subscribers, and to provide paying customers with efficient communications related to their Tunebug, Inc. order.

Our websites use non-personally-identifiable to more efficiently inform the general public about Tunebug, Inc. products, services & community activities, and to improve performance of our websites & business services.

Our websites use personal information to facilitate communications between Tunebug, Inc. & interested parties, or to enable the purchase & fulfillment of Tunebug, Inc. products & services.

## EMAIL COMMUNICATIONS

Tunebug, Inc. will use your name & email address so that we can contact you via email communications under certain circumstances.

## ORDERS

If you place an order on Tunebug, Inc., we will use your name & email address to send you an Order Confirmation Email, a Shipping Confirmation Email, and Customer Satisfaction Emails. If you do not wish to participate in Customer Satisfaction emails, you may Opt-Out of such emails upon receipt by clicking "Unsubscribe" link contained in the email.

## SPECIAL OFFERS & UPDATES

We will occasionally send you information on products, services, special promotions, & contests. You can sign up to receive these emails from us on our registration page &/or our order submission page.

Out of respect for your privacy, we present the option NOT to receive these types of communications. Please see the "Choice and Opt-out."



## NEWSLETTERS

If you wish to subscribe to our newsletter(s), we will use your name and email address to send the newsletter to you. Out of respect for your privacy, we provide you a way to unsubscribe. Please see the "Choice and Opt-out" section.

## SERVICE-RELATED ANNOUNCEMENTS

We will send you service-related announcements on rare occasions when it is necessary to do so. For instance, if our service is temporarily suspended for maintenance, we might send you an email.

Generally, you may not opt-out of these communications, which are not promotional in nature. If you do not wish to receive them, you have the option to deactivate your account.

## CUSTOMER SERVICE

Based upon the personally identifiable information you provide us at the time of registration or purchase, we will send you a confirmation email to verify your username and password. We will also communicate with you in response to your inquiries, to provide the services you request, and to manage your account. We will communicate with you by email or telephone, in accordance with your wishes.

## CHOICE/OPT-OUT

Upon membership registration and order placement, we provide you the option to NOT receive Newsletters & Special Promotions and Updates emails from Tunebug, Inc..

We provide you the opportunity to 'opt-out' of having your personally identifiable information used for certain purposes, when we ask for this information. For example, if you purchase a product but do not wish to receive any additional marketing material from us, you can indicate your preference on our order form by leaving the "Opt-In" checkbox blank.

If you no longer wish to receive our newsletter and promotional communications, you may opt-out of receiving them by following the instructions included in each newsletter or communication or by emailing us at [support@Tunebug.com](mailto:support@Tunebug.com).

You will be notified when your personally identifiable information is collected by any third party that is not our service provider, so you can make an informed choice as to whether or not to share your information with that party.

If you do not wish to have your personally identifiable information shared and want to opt-out from receiving further communications from any third party that is not our agent or service provider. Please contact that 3rd party directly.

## NON-PERSONALLY-IDENTIFIABLE USER INFORMATION

For each visitor to our websites, we collect non-personally-identifiable information including IP address, profile information, aggregate user data, preferences, technical session information, browser type. This data is used to manage the website, track website usage, provide context for referring traffic sources, and improve overall website performance.



This non-personally-identifiable information may be shared with third-parties to provide more relevant services and advertisements to members. User IP addresses are recorded for security and monitoring purposes. If you arrived at our website via a link from another webpage, we may receive aggregate or otherwise anonymous statistical information about your visit to our site.

We monitor customer traffic patterns and site usage to help us develop the design and layout of the site, and to improve the content of our website to better match the interests of our website users.

## USES OF COOKIES

Tunebug, Inc. uses cookies to store visitors' preferences and to record session information, such as shopping cart items, for purposes including ensuring that visitors are not repeatedly offered the same advertisements and to customize newsletter, advertising, and Web page content based on browser type and user profile information. We do not link the information we store in cookies to any personally identifiable information you submit while on our site. You may be able to configure your browser to accept or reject all or some cookies, or notify you when a cookie is set -- each browser is different, so check the "Help" menu

of your browser to learn how to change your cookie preferences. You must, however, enable cookies from Tunebug, Inc. in order to use most functions on the site. Please note that Tunebug, Inc. allows 3rd party advertisers that are presenting advertisements on some of our pages to set and access their cookies on your computer. Advertisers' use of cookies is subject to their own privacy policies, not the Tunebug, Inc. Privacy Policy.

## TRACKING PIXELS

One or more of our third party advertising partners employ a software technology called Tracking Pixels that help us better manage content on our site by informing us what content is effective. Tracking Pixels are tiny graphics with a unique identifier, similar in function to cookies, and are used to track the online movements of Web users. In contrast to cookies, which are stored on a user's computer hard drive, these are embedded invisibly on Web pages and are about the size of the period at the end of this sentence. We do not tie the information gathered by these to our customers' personally identifiable information.

## AD SERVERS AND THIRD PARTY ADVERTISING

We do not partner with or have special relationships with any ad server companies. Ads appearing on this Web site may be delivered to users by Tunebug, Inc. or one of our Web advertising partners. Our Web advertising partners may set cookies. These cookies allow the ad server to recognize your computer each time they send you an online advertisement. In this way, ad servers may compile information about where you, or others who are using your computer, saw their advertisements and determine which ads are clicked on. This information allows an ad network to deliver targeted advertisements that they believe will be of most interest to you. This privacy statement covers the use of cookies by Tunebug, Inc. and does not cover the use of cookies by any advertisers.



## 3RD PARTY SERVICE PROVIDERS

We use other third parties such as a shipping company to fulfill orders, a credit card processing company to bill you for goods and services, & an email service provider to send out emails on our behalf. When you order products from Tunebug, Inc., we will share your name, email address, shipping address & order contents as necessary for the third party shipping company to fulfill your order.

These third parties are prohibited from using your personally identifiable information for promotional purposes.

We do NOT share, sell, rent or trade personally identifiable information with 3rd parties for their promotional purposes.

## LINKS

Tunebug, Inc. contains links to other websites. Tunebug, Inc. is not responsible for the privacy policies and/or practices on other sites. When linking to another site, a user should read the privacy policy stated on that site. Our privacy policy only governs information collected on Tunebug, Inc..

## CORRECTING/UPDATING OR REMOVING INFORMATION

Tunebug, Inc. users may modify or remove any of their personal information at any time by logging into their account and accessing features such as Edit Profile and Account Info. Users may also email us to correct or change any information by filling out our contact form located at the following URL: [www.tunebug.com/contact](http://www.tunebug.com/contact)

## CO-BRANDED WEBSITES

At times Tunebug, Inc. will partner with 3rd party websites in a co-branded relationship, where a co-branded web page(s) is used to promote Tunebug, Inc. products, services, photos or videos. These web pages may be designed to look & feel just like [Tunebug.Camera.com](http://Tunebug.Camera.com), but are actually hosted on a different domain.

When we enter into co-branded partnerships we may at times share your name and email address in order for Tunebug, Inc. to communicate with you about Tunebug, Inc. related promotions, news, & updates via tools provided by our 3rd party co-branded partner website.

Information collected on 3rd party co-branded web pages may not be covered under our privacy statement. All information collected on 3rd party co-branded websites is owned and controlled by that company's privacy statement. Please be sure to read the privacy policy of any website that asks you to submit personally identifiable information.

## CUSTOMER TESTIMONIALS

At times, we may post customer testimonials on our web site which may contain personally identifiable information. We obtain the customer's consent via email and/or opt-in methods prior to posting a name, city, or stated activity/interest along with any testimonial.



## SHARING AND DISCLOSURE OF INFORMATION TUNEBUG, INC. COLLECTS

Except as otherwise described in this privacy statement, Tunebug, Inc. will not disclose personal information to any third party unless we believe that disclosure is necessary: (1) to conform to legal requirements or to respond to a subpoena, search warrant or other legal process received by Tunebug, Inc., whether or not a response is required by applicable law; (2) to enforce the Tunebug, Inc.

Terms of Use Agreement or to protect our rights; or (3) to protect the safety of members of the public and users of the service. Tunebug, Inc. reserves the right to transfer personal information to a successor in interest that acquires rights to that information as a result of the sale of Tunebug, Inc. or substantially all of its assets to that successor in interest. For more information, see the "Changes in Our Privacy Policy" section below.

## CHANGES IN OUR PRIVACY POLICY

From time to time, our information practices may change. To notify you of these changes, we will post the policy changes to our Web site 30 calendar days prior to implementing the changes.

If we decide to change our privacy policy, we will post those changes to this privacy statement, the home page, and other places we deem appropriate so that you are aware of what information we collect, how we use it, and under what circumstances, if any, we disclose it.

We reserve the right to modify this privacy statement at any time, so please review it frequently. If we make material changes to this policy, we will notify you here, by email, or by means of a notice on our home page.

## COMMUNITY AND AGGREGATE INFORMATION SECURITY

Tunebug, Inc. takes precautions to insure that member account information is kept private. We use reasonable measures to protect member information that is stored within our database, and we restrict access to member information to those employees who need access to perform their job functions, such as our customer service personnel and technical staff. Please note that we cannot guarantee the security of member account information. Unauthorized entry or use, hardware or software failure, and other factors may compromise the security of member information at any time. For any additional information about the security measures we use on Tunebug, Inc., please contact us by filling out the contact form located at the following URL: [www.tunebug.com/contact](http://www.tunebug.com/contact)

**Personal Information Security** The security of your personal information is important to us. When you enter sensitive information (such as credit card number) on our registration or order forms, we encrypt that information using secure socket layer technology (SSL). We take the same care when we transmit your sensitive information to 3rd Party Services to facilitate your order by using the same SSL technology. To learn more about SSL, follow this link: [http://en.wikipedia.org/wiki/Transport\\_Layer\\_Security](http://en.wikipedia.org/wiki/Transport_Layer_Security)