

PRIVACY POLICY

This Site is owned and operated by SellMyBusiness.com (“SMB”, “we”, “us”, or “our” herein). This Privacy Policy applies to the national and international versions of the Site, located at www.SellMyBusiness.com, as well as to any versions of the Site that SMB cobrands with its newspaper and broadcast affiliates or other distribution partners (collectively, “Affiliates”). You may have arrived at a co-branded version of the Site from an Affiliate’s website, in which case, that Affiliate will be identified at the top of this page. This Policy does not describe SMB’s collection, use and disclosure of information through means other than this Site (e.g., off-line) or the collection, use and disclosure practices of any Affiliate, third-party distribution partners or other third parties. For information on a third party’s information collection, use and disclosure practices, please review the privacy policy on the applicable third party’s website. Also, please note that this Site contains links to other websites. SMB is not responsible for any third party website’s content or privacy practices. By using the Site, you hereby agree that you have read this Policy and agree that you are subject to the SMB Conditions of Use.

Personally Identifiable Information Collection. You are not required to provide any personally identifiable information to visit the Site. SMB automatically collects Usage Data (as described below) and other information in connection with your use of the Site (e.g. the type of business you are looking for). SMB collects personally identifiable information only when you make it available through your use of the Site. You may be required to provide personally identifiable information to use certain services on this Site, including, but not limited to, the “**Business Vault**® Confidential Listing Service”, the “Professional Service” search area, or any of the “Buy & Sell” areas. In addition, you may submit personally identifiable information through the Site in other ways, including but not limited to: 1) participation in online surveys, promotions, contests and sweepstakes; 2) subscribing to newsletters, editorial content, RSS (Really Simple Syndication) feeds, blogs, technical paper downloads, or promotional content sent via mail or electronic means, 3) using the Site’s “Email” or “More Information” forms; and 4) in connection with other products, services, features, or requests made available through the Site, its Affiliates or third-party Licensors. If you dial one of SMB’s phone numbers, SMB or a service provider operating on SMB’s behalf may record the date, time and length of your call and the phone number from which the call originated, along with other information that may be captured. Any Usage Data and/or personally identifiable information resulting from such calls may be used as described in this Policy. The types of personally identifiable information you provide will depend on the nature of the data submission, and could include, but is not limited to, your name, address, phone number, email address and credit card information.

Passive Information Collection. The Site automatically collects information and may also customize your visit, including the following: **Cookies:** Cookies are small text files that a website places on a visitor’s computer hard drive or browser to enhance functionality, analyze web site usage, or improve the way our website works. **Web Beacon:** Web beacons (also known as pixel tags, Internet tags, clear GIFs, or single-pixel GIFs) are tiny electronic images embedded into a webpage. **IP Address Logs:** IP address logs identify the location of your computer on the Internet. We may choose to collect anonymous information, meaning it cannot be tied back to a specific individual, such as: 1) the visitor’s IP address (for example, whether the user is logged on from Comcast.net or aol.com); 2) referral data (for example, the Internet address of the last web page visited by a user before clicking over to the site); 3) operating platform (for example, Microsoft Windows Vista or Mac OS 8), and; 4) browser and platform type (for example, a Microsoft Internet Explorer browser on a PC platform). We gather this data only for statistical analysis of the SellMyBusiness.com website visitors for such things as: 1) assurance that our website meets the requirements of the latest Internet browser versions; 2) our website is properly displayed on all computer video monitor display settings; 3) our website is optimized for various search engines, and; 4) the number of visitors to ensure we have enough server capacity. We may also use third-party advertising companies to present ads when you visit our website. The third-party advertising technology that we use on SellMyBusiness.com uses information derived from your visits to this site to target advertising within this site. In addition, our advertisers may use other third-party advertising technology to target advertising on this site and other sites. In the course of advertisements being presented to you, a unique third-party cookie or cookies may be placed in your browser. We may also use web beacons provided by third-party advertising companies to help manage and optimize our online advertising. Web beacons enable us to

recognize a browser's cookie when a browser visits SellMyBusiness.com. Web beacons provide a means for conveniently collecting simple statistics and managing cookies and do not collect any additional information than a cookie. SellMyBusiness.com contains links to third-party websites, such as the websites of businesses being sold, the corporate sites of member professional service providers, and other third-party affiliates. Clicking the links to view information from these third parties directs you to pages on their websites, which may or may not be co-branded with the SellMyBusiness.com logo. Additionally, the SMB listing database and related services may also appear on third-party sites under the identification of "provided by SellMyBusiness.com", "in affiliation with SellMyBusiness.com" or "powered by SellMyBusiness.com" These third-party sites may employ cookies. SMB has no access to or control over these cookies. Please refer to the third party's privacy policy for details on their use of cookies.

Information Sharing. SMB may share personally identifiable information that you provide with third parties in the following cases:

1. **Affiliates.** SMB may share your personally identifiable information with Affiliates on the condition that the Affiliates' disclosure and use of the information is consistent with this Statement.
2. **Requests.** If you request information or services through the Site, you agree that SMB may share personally identifiable information with third parties as may be necessary to provide such information to or perform such services for you. For example, if you request access to a company listed in the **Business Vault**[®] Confidential Listing Service, SMB will share the information you entered with the listed company (or its designee) and any other parties providing that listing. Similarly, if through the Site you request an introduction to a professional service provider, SMB will share your Information with that professional service provider or their institution. Personally identifiable information also may be included in reports to these third parties, but only when you have intended to submit the information to the third party as described above. After the information is provided to such third parties, SMB does not control their subsequent use or disclosure of information.
3. **Sweepstakes/Promotions.** In the event that you participate in a sweepstakes, contest or other promotion (you voluntarily "opt in") on the Site that is sponsored by SMB and a third party, SMB reserves the right to share personally identifiable information collected in conjunction with the sweepstakes, contest or promotion with the third party. After the information is provided to such third parties, the subsequent use or disclosure of such information is subject to those third parties' privacy policies and practices.
4. **Direct Marketing.** Except as provided herein, it is SMB's policy not to disclose personally identifiable information of our customers to third parties specifically for the third parties' direct marketing purposes. If you are 18 years of age or older and have affirmatively agreed to receive third-party direct marketing materials, SMB may share personally identifiable information with third parties for direct marketing purposes. Although SMB will notify all third-party direct marketers that the information provided to them is confidential, the subsequent use or disclosure of such information is subject to those third parties' privacy policies and practices.
5. **Internal Service Providers.** SMB may work with third parties that provide internal services on its behalf, including, among others, providers of analytical, development, promotional, research, credit card processing, technical and other services. For example, SMB may ask that a third party conduct an online survey or sweepstakes or send newsletters on its behalf. Similarly, if you make a payment to SMB by credit card, SMB may share your personally identifiable information and credit card information with a third party in order to process credit card transactions, or such information may be collected directly by the credit card processing service provider on SMB's behalf. In such cases, SMB asks that the third party maintain your personally identifiable information as confidential and use the information only to perform the services specified by SMB.
6. **Email List Opt-Outs.** In the event SMB sends promotional emails to you on behalf of third-party advertisers and you inform SMB you wish to opt out of future promotional emails from a particular third

party, SMB may share your email address with that third party so the third party may add you to its opt-out lists.

7. Other. SMB expressly reserves the right to release any personally identifiable information or other information you provide to third parties under the following circumstances: (a) when required by law or legal process, (b) to investigate and/or take action against illegal activity, suspected abuse or unauthorized use of the Site, (c) to protect the property or safety of our users or others, (d) to enforce our Conditions of Use and (e) in connection with any sale or other transfer of ownership of all or a part of SMB. Further, if you make any personally identifiable information publicly available on the Site, SMB reserves the right to disclose such information to third parties, including, without limitation, insurance companies and SMB's Affiliates and third-party distribution partners. Please note that the messages that SMB sends to you to confirm, fulfill or follow up on a request may incidentally include promotional material or other content from SMB or its partners. In the case of these messages, SMB is not sharing your personally identifiable information with those third parties. SMB reserves the right to share Usage Data with any third party for any reason.

Data Security. Your personally identifiable information is one of our most valuable assets. We take steps to keep it physically secure in our data centers and access to our users' information is restricted to only employees who need the information to perform a specific duty (such as assisting customers with billing issues). All employees with "need to know" are fully bonded for your security and all employees are kept up-to-date on the latest Internet, credit card transaction and company security concerns, policies and requirements. In addition, when a user pays for any service on the SMB website, the user's personal information and payment information (such as credit card number, name, billing information) are processed and encrypted for us by *Cardservice International (First Data)* using industry-standard SSL encryption. SSL is short for Secure Sockets Layer, a protocol developed by Netscape for transmitting private documents via the Internet. SSL works by using a private key to encrypt data that is transferred over the SSL connection. Your credit card data and other information cannot be read as it travels to our order processor. All major Internet browsers (Internet Explorer, FireFox, Netscape Navigator, Mozilla, Safari and Opera) support SSL. When you visit a page that requires an SSL connection, the web address begins with "https:" instead of "http:".

Changes to this Statement. SMB reserves the right to modify or change this Privacy Policy at anytime. Your continued use of the Site after a modification or change to this Privacy Policy constitutes acceptance of such changes. In the event of such changes, you can then choose to do nothing, modify the personally identifiable information in your Account, change your email preferences, or deactivate your Account.