

## **SEEHAFER BROADCASTING INC. PRIVACY POLICY**

We believe you have a right to know what personal information is collected during your visits to our web site – wqtcfm.com – and how the information is used and safeguarded.

You can view most of our content anonymously, however, your personal information may be collected under certain circumstances, such as information you supply voluntarily, and information we gather through technology.

### **Information you supply voluntarily:**

To use certain features and services on our website, you may be asked to provide specific information about yourself. Examples of such features and services include voluntarily submitting information for broadcast on the air, entering contests, starting an email or paper newsletter subscription, contacting us about a customer service problem, contacting us with a question on programming, or an email notification. This information is collected when you fill out a browser-based form and is necessary to make the features of this website useful and valuable.

These browser-based forms have blank spaces in which you type the information. In most cases, we collect information such as your name and email address.

### **How we use information you supply voluntarily:**

We use the information you voluntarily supply to complete transactions or to communicate with you. For example, if you submit items or information for broadcast, we use the information provided to process and confirm the details you have provided are correct. If you contact us for help, we use the information provided to contact you with a resolution to your problem or answer to your question. If you enter a contest, we use the information to determine eligibility and to contact winners.

### **Information gathered through technology:**

Technology helps us gather other information. Our web servers may automatically collect limited information about your computer's connection to the Internet, including your IP address, which is usually associated with the place from which you enter the Internet. You are likely to enter the Internet through your Internet service provider, your company or your school. Your IP address does not identify you personally. Your email address is not collected through this process, and no data on your hard drive or personal or institutional servers are read.

We also may collect aggregate information on how many people visit our sites and what pages people access on our sites. We do not track the specific pages that you or any individual access on our sites. Some of this information may be gathered using a standard

feature of browser software called a “cookie.” The cookie does not identify you or other individual users. It merely identifies the computer you use. A cookie cannot read data on your hard drive or server or gather other personal information about you such as your name, or email address.

As of this revision, Seehafer Broadcasting Inc. uses Google Analytics to gather traffic and visitor information on WOMTradio.com, WLKN.com, CubRadio.com, WQTCFM.com, wemp989.com, hotcountry921.com, and SeehaferNews.com. More information on the data Google provides is available at: <http://www.google.com/analytics>

### **How we use information gathered through technology:**

The information gathered through technology helps us make our sites more interesting and useful to you and other visitors. It helps us evaluate the value of and interest in specific sections of our sites. By tracking your usage patterns and those of other users on our websites, we can optimize our website design to better meet your needs and preferences.

### **Sharing information with other parties:**

Personal information you voluntarily provide is used for internal purposes only and is not shared or sold with other businesses or organizations. Under no circumstances is specific information about you or other individuals shared with advertisers or other parties without your permission. Use of certain interactive features, such as submitting items for Over the Back Fence, a news item, an event for our community calendar or a business report item, implies your permission to share your information.

We will share personal information with law enforcement officials as required under subpoena or court order to protect the safety and security of our sites, our visitors and the community. We may share aggregated statistics on site visits and page views with advertisers to help them understand our audience and confirm the value of advertising on our web sites. Personal information about individuals is not shared with advertisers.

### **Special notice to children:**

Children should always get parental permission before sending any information about themselves over the Internet – to us or anyone else. We encourage parents to review and share safety tips with their children using the Internet.

### **Notice regarding other online companies:**

Seehafer Broadcasting Inc. websites may feature our branding. Our websites also provide text and graphic links to websites over which we have no control or responsibility for content or business practices. This policy statement does not apply to the websites of those companies and organizations. Please refer to these affiliated sites to obtain information on their privacy policies. If you cannot find the privacy policy of these sites via a link from the site’s home page, you should contact the business or organization directly for more information.

**Our right to revise this policy:**

We reserve the right to alter or amend this policy as required by changes in business strategy or developments in technology. If changes are required, we will post the changes before they go into effect. The use of information gathered while the current policy is in effect will be consistent with the current policy, even if we change the policy later.

**Warranty of service**

Seehafer Broadcasting Inc. makes no warranty about suitability, accuracy, fitness for any specific use or any other similar claims regarding information and services available on our websites. News and weather information are the sole responsibility of the third-party vendor supplying such information.

**Copyright and Intellectual Property:**

Seehafer Broadcasting Inc. reserves all rights to material provided on its websites, except any material which is specifically reserved by another party. You shall not copy or link copyright material without express written consent of its owner. Seehafer Broadcasting makes every effort to comply with all applicable state, federal, local and international laws regarding copyright and intellectual property. If you believe you have discovered an infringement on any of our websites, please contact management at the address below immediately. All such communication will be held in strict confidence if requested.

**Questions:**

Please send your questions and concerns about this policy to:

Mark Seehafer

P. O. Box 1385

Manitowoc, WI 54221-1385