

RED ARIL PRIVACY POLICY

[Click here](#) to view the Red Aril Privacy Policy as an Adobe Acrobat document.

Red Aril, Inc. ("Red Aril", "we", or "us") is an online marketing and technology company focused on helping marketers manage and reach their target audiences. Our website is designed to help consumers, the business community and other interested partners understand a bit more about Red Aril. This privacy policy describes how our technology platform ("Technology") processes information on behalf of digital advertisers and agencies, media companies and data providers (our "Business Partners"). This privacy policy also outlines the privacy practices that pertain to our corporate website located at www.redaril.com (our "Website"). If you have any questions about this privacy policy, please feel free to contact us at privacy@redaril.com.

Red Aril is a member of the Network Advertising Initiative (NAI) and is in compliance with the NAI's Self-Regulatory Principles. The NAI works with industry-leading online marketing and analytics companies to address important privacy and consumer protection issues in online advertising. [Click here](#) to learn more about the NAI.

Opt-Out

If you want to opt-out from having our Technology (described below) collect non-personally identifiable information about your Internet visits, please [click here](#). You may also opt out of Red Aril's and many other company's advertising programs using the NAI Opt-Out Tool. [Click here](#) to access the NAI Opt-Out Tool. When you opt-out we will place an opt-out cookie on your computer. The opt-out cookie tells us not to collect your non-personally identifiable information for the purpose of tailoring online advertisements or content to create a more relevant Internet experience for you. Once you opt out of our Technology, you will no longer receive advertisements or content linked to your interests from Red Aril. Please note that if you delete, block or otherwise restrict cookies, or if you use a different computer or Internet browser, you may need to renew your opt-out choice.

WHAT INFORMATION IS COLLECTED BY THE TECHNOLOGY?

Red Aril Technology Overview

Red Aril Technology enables website publishers manage their audience data and helps advertisers deliver relevant ads to websites and other places where consumers go when they are online. In order to deliver those ads, our Technology needs to collect and store information.

None of the information we collect via our Technology can be used to identify an individual person.

Non-Personally Identifiable Information

Red Aril Technology collects non-personally identifiable information from consumers that are visiting a website where our Technology is enabled. Non-personally identifiable information is information that cannot be used to identify an individual person and includes information such as a consumer's IP address, the web pages viewed by that consumer across the different websites they visit within the Red Aril or our Business Partners' network of websites, or the date and time those web pages were viewed. Our Technology uses cookies in conjunction with pixels in order to help make the online advertisements you see more relevant to you, and for ad delivery and reporting purposes. A cookie is a small text file that is placed by a web server onto your computer via your web browser. These files are harmless to your computer. For more information about cookies please visit <http://www.allaboutcookies.org/cookies/>.

Personally Identifiable Information

Red Aril does not collect personally identifiable information via our Technology.

HOW DO WE USE INFORMATION COLLECTED VIA OUR TECHNOLOGY?

The non-personally identifiable information collected via our Technology is used to better target advertisements to consumers across the different websites they visit within the Red Aril or our Business Partners' network of websites. Red Aril may also use the non-personally identifiable information to better target content to consumers in an effort to create a more relevant experience for each consumer. The data are also used to predict responses to advertisements, and to help determine which ads perform best and which content is most appropriate for different consumers. In addition, the non-personally identifiable information may be combined with non-personally identifiable information collected from other sources so that we may better serve consumers with advertisements and offers that may be of interest to them. We may also share non-personally identifiable information with our subsidiaries and Business Partners for similar use.

Data Retention

Red Aril may retain non-personally identifiable information collected via our Technology for up to three (3) months. After three (3) months, we aggregate this information and store the information in aggregate form for up to eighteen (18) months.

Sensitive Data

Red Aril does not create nor use any sensitive data segments to tailor ads. However, we recognize that consumers may have differing opinions regarding which data segments are sensitive. In order to provide transparency around potentially sensitive data segments collected and used by our Technology, we will provide examples of them here. For example, we collect non-personally identifiable information segments of users that we believe might have an interest in health issues because they have visited certain web sites that are focused on health related topics such as exercise and holistic healing.

While we don't consider any of the above data segments to be sensitive, we think its important to provide this transparency to help you have a better idea of which segments might be collected by us, so you can make informed decisions. And we don't use or enable our clients to use any data segments to determine credit worthiness, for insurance underwriting or similar purposes.

WHAT ARE MY PRIVACY CHOICES?

Opt-Out

The use of "cookie" files has become an industry standard for many, if not most, of the thousands of companies doing business on the Internet. Like these other companies, Red Aril uses cookies in an effort to provide a more meaningful Internet browsing experience to you. A cookie is a small text file that is placed by a web server onto your computer via your web browser. These files are harmless to your computer. The Red Aril cookie can only be read by the server that authored the cookie, and contains no personally identifiable information about you.

If you want to opt-out from having our Technology (described below) collect non-personally identifiable information about your Internet visits, please [click here](#). You may also opt out of Red Aril's and many other companies' advertising programs using the NAI Opt-Out Tool. [Click here](#) to access the NAI Opt-Out Tool. When you opt-out, we place a Red Aril opt-out cookie on your computer. The opt-out cookie tells our Technology not to collect your non-personally identifiable information for the purpose of tailoring online advertisements or content to create a more relevant Internet experience for you. Once you opt out of our Technology, you will no longer receive advertisements or content linked to your interests from Red Aril. Please note that if you delete, block or otherwise restrict cookies, or if you use a different computer or Internet browser, you may need to renew your opt-out choice.

[To Opt-Out Click Here](#)

ADDITIONAL NOTICES & DISCLOSURES

Data Collected via the Red Aril Website

Red Aril collects personally identifiable information via the Red Aril website ("Website") only when you choose to provide it to us. For example, you may choose to send us personally identifiable information such as your name and telephone number in an email or via an online form in order to ask us a question. You may also submit personally identifiable information such as your email address and cell phone number to us via this Website if you are a current or prospective Business Partner. We, or our agents and service providers, generally use this information for the reason it was provided (e.g., to facilitate the business relationship or to answer your question) and delete it within a reasonable time once we no longer need it, or upon request.

Deleting Your Personally Identifiable Information

Although we don't collect personally identifiable information via our Technology, if you'd like us to update, correct, delete or deactivate any personally identifiable information that you have provided to us via www.redaril.com, please send your request to us at privacy@redaril.com and we will process your request within a reasonable period of time after receipt.

Security

Red Aril is committed to protecting all our data from unauthorized access or disclosure, and makes commercially reasonable efforts to maintain the security of our network and the data we collect. Red Aril uses commercially reasonable physical, managerial, and technical safeguards to preserve the integrity and security of information in our care, both during transmission and once we receive it. No method of transmission over the Internet, or method of electronic storage, is 100% secure, however. Therefore, while we strive to use commercially acceptable means to protect your information, we cannot guarantee its absolute security.

Disclosure Practices

Red Aril may also disclose information in our possession when we have a good-faith belief that disclosure of such information is reasonably necessary to:

- Satisfy any applicable law, regulation, legal process, or governmental request
- Enforce applicable Terms of Services including investigation of potential violations thereof
- Detect, prevent, or otherwise address fraud, security, or technical issues

- Protect against imminent harm to an individual's safety or rights

We may share information in our possession with third-party agents who provide administrative services (these third-parties are contractually required to maintain the confidentiality of the information), or to law enforcement or government officials, pursuant to a court order, as we deem necessary or appropriate.

If Red Aril, or part(s) of the company, becomes involved in a merger, acquisition, or any form of sale of a majority or all of its assets, any data we have in our possession will be part of the assets transferred.

Children's Privacy

Red Aril is very sensitive to the issue of children's privacy. Red Aril's websites, products, and services are neither developed for, nor directed at, children under thirteen years of age. If you believe your child has provided Red Aril with personally identifiable information, and you would like to have the data removed, please contact us by email at: privacy@redaril.com.

Third-Party Practices

Our Website or the advertisements facilitated by our Technology may contain content or advertisements from third-parties and/or links to other websites, including those of our Business Partners. These other sites and vendors may use their own cookies, pixels, and similar technologies to collect data or solicit information from you. Red Aril is not responsible for the privacy practices, policies or the content of such third parties. Red Aril encourages our Business Partners to fully inform consumers about the Business Partner's information collection practices, as well as their use of third-party advertising networks or technology partners, and to offer choice to consumers. We encourage you to read the posted privacy policies of any website you encounter to learn more about the privacy practices of that website. However, Red Aril does not have access to, or control of, the cookies that may be set by a third-party, including those of our Business Partners, and this Privacy Policy does not cover the use of cookies by any third-party.

U.S. and Data Transfer

Consumers from outside of the United States understand and consent that the information we collect is stored and processed on our servers in the United States. As a result, that information

may be subject to access requests by governments, courts or law enforcement.

Changes to Our Privacy Policy

This privacy policy is subject to change without notice. We may change our privacy policy at any time by posting a new version of it on our website. Each version of this privacy policy will be identified by its effective date.

Effective Date

This privacy policy was last revised on August 27, 2011.

Consumer Communication

If you contact us, we may keep a record of that communication. We may retain emails or other communications sent to us from consumers in order to help process inquiries, respond to requests, and improve our general service levels.

Contacting Us

For more information, or if you have questions or concerns regarding Red Aril's Privacy Policy, please contact us directly:

By email at: privacy@redaril.com

Or, by sending a correspondence to the following address:

Privacy
Red Aril, Inc.
1400 Fashion Island Boulevard
Suite 505
San Mateo, CA 94404