



Advertising Digital Identification, LLC Privacy Policy and Copyright/Trademark Notice

July 15, 2010

Welcome to the website of Advertising Digital Identification, LLC (Ad-ID). We value your privacy, and we want you to know what information we collect and what we do with it.

We may make changes to this policy from time to time. So, please review it regularly. When we make changes to this policy, we will post the revised policy on this page. The effective date of the most recent version of this policy will appear at the top of the page. The policy in force applies to any information we collect or have collected from you.

1.1 Information We Collect Through the Ad-ID System.

Ad-ID makes available a web-based system that generates unique identifying codes to help track advertising assets. If you register to use the Ad-ID system (generally by entering into the Ad-ID User Agreement), we keep a record of the information you provide. We may keep login records associated with your user account, and we may keep records of our contacts with you, such as when you communicate with our customer support personnel. The Ad-ID system may also keep an audit trail of user actions. We may cross-reference or match some or all of this data with other data, including personally identifying information, that is already in our records or that is later added to our records.

1.2 Information We Collect Through <http://www.ad-id.org>.

The Ad-ID website may contain areas where you can contact and/or submit information to us. We may keep records of information you submit at our website, and we may cross-reference or match this data with other data, including personally identifying information, that is already in our records or that is later added to our records.

1.3 Other Information You Provide to Us.

We may obtain additional information from you by means of voluntary surveys, telephone communications, in-person meetings, and written correspondence. We may keep records of this information, and we may cross-reference or match this data with other data, including personally identifying information, that is already in our records or that is later added to our records.

1.4 Information We Receive from Third Parties.

We may obtain data (such as, for example, lists of advertising industry professionals) from third parties and add it to our records. We may cross-reference or match this data with other data, including personally identifying information, that is already in our records or that is later added to our records.

1.5 Automatic Data Collection.

We may retain records of the movement of visitors through our website. We may do this by means of web logs, cookies, or other tools. We may use persistent and/or session cookies to

personalize and improve your experience on our website, to prevent multiple sign-ins to the same user account, to facilitate surveys and other communications, and for other similar purposes. Persistent cookies are saved in your browser software and remain after you leave our website; session cookies are not saved when you leave our website. These cookies generally do not contain any personally identifying information. If you set your browser software not to accept cookies, some functions of our website may be disabled.

We may collect the following information about user visits to the Ad-ID website: the domain name of a user's internet service provider; the date, time, and duration of a user's session at the website; and the pages/assets visited or viewed by the user during the session.

We may use additional tracking technology, such as web beacons, within emails or other communications. These technologies help us to track, for example, whether an email recipient has completed an event, such as signing up for a free trial.

We may cross-reference or match some or all of this data with other data, including personally identifying information, that is already in our records or that is later added to our records.

2.1 What We Do With Information We Collect.

Ad-ID may make information that it collects available to the American Association of Advertising Agencies and to the Association of National Advertisers. Ad-ID does not otherwise publish, rent, or sell to third parties the personally identifying information it obtains. We use your information to communicate with you and to develop programs, services, and content suited to your needs and to those of our other members and visitors. We may use information we collect to perform statistical and business analysis and to verify data integrity and security; we may engage third-parties to assist us in these tasks, but we will require them to protect your information consistent with the terms of this policy.

We may from time to time send promotional email messages and announcements. These messages will contain instructions for how to unsubscribe from future such messages, if you wish to do so. We may send emails via third-party service providers, but we will enter agreements with such providers that restrict their use of data to a specific campaign and require them to destroy the data after completion of the campaign.

We may analyze and use information we obtain on an aggregated basis, combining data of multiple users, but we will remove personally identifying data (such as names and email addresses) from such aggregated data. We use aggregated data for a variety of purposes including analysis of the performance and content of our website, assessment of member interests, and improvement of our business. We may provide aggregated data to third parties.

We may from time to time seek your approval to provide information about you to third parties. If you provide permission, that will constitute an exception to our obligations under this policy.

2.2 Your Right to Modify Data.

You may modify personally identifying information that you have provided to us, or you may remove yourself from our mailing lists, by sending email instructions to the notice address specified below.

You may also be able to modify your information within the Ad-ID system, as described in the Ad-ID User Agreement. We will endeavor to comply with your requests as soon as possible.

3.1 Security.

Ad-ID endeavors to protect the security of your personal information and your choices for its intended use. We follow generally accepted industry standards to protect the personal information submitted to us. No method of data transmission or of electronic storage is 100% secure. So, while we strive to use appropriate means to protect your personal information, we cannot guarantee its absolute security.

If you choose to share your information with other companies or sites, including those with which we may have marketing or other relationships, you should check their privacy policies to ensure you are comfortable with their use of your information. Their practices may not be the same as ours, and we cannot be responsible for their actions. Data that we make available to Ad-ID may make data that it collects available to the American Association of Advertising Agencies and/or the Association of National Advertisers is governed by their respective privacy policies.

4.1 Links.

We may display links to other sites within the Ad-ID Site and services. We do not control those sites and cannot be responsible for their use of data or their privacy policies or practices. You should check their privacy policies to ensure you are comfortable with their use of your information.

5.1 Assignment and Legal Action.

We may provide some or all of the information and data we have obtained to a successor to our business or to a company that merges into us or into which we are merged. In the event of a bankruptcy of Ad-ID, the information and data we have obtained may become part of our bankruptcy estate and may be sold or otherwise disposed of by a bankruptcy trustee or otherwise.

We may provide information and data we possess to a third party in response to legal process, such as a court order or subpoena. We may provide information and data we possess to a third party in order to protect the personal safety of individuals and/or to protect the safety of property, including intellectual property.

6.1 Copyright/Trademark Notice.

The Ad-ID logo and other Ad-ID icons, images and content on our website are © 2002-2010 Advertising Digital Identification LLC. In addition, the name Ad-ID and the Ad-ID logo are trademarks of Advertising Digital Identification LLC.

7.1 Contact Us.

You may contact us if you have any questions about this privacy policy or the privacy practices of Ad-ID. You may also contact us to provide instructions relating to our retention of your personally identifying information. Our address for such questions and notices is <legal@ad-id.org>, or you may write to us at:

American Association of Advertising Agencies
405 Lexington Avenue, 18th Floor
New York, NY 10174
Attention: Ad-ID Managing Director