

**Effective June 26<sup>th</sup>, 2008**

### **Your Privacy Rights**

IAmTheLife.net (IATL.net) supports a general policy of openness about personal data collection and use. We have adopted and implemented this Privacy Policy as part of our commitment to protecting our users' personally identifiable information from misuse. The phrase "personally identifiable information" as used in IATL.net's Privacy Policy means any information such as a user's full name, street address, town or city, state, zip code, telephone number, date of birth, e-mail address and any other information that would allow someone to identify or contact a IATL.net user.

### **Usage of Collected Information**

IATL.net's primary goal in collecting personal information is to provide the user, with a customized experience on our site. This includes personalization services, interactive communications, and many other types of services, most of which are completely free to our users. In order to provide services free of charge, we display advertisements. By knowing a little about users, IATL.net is able to deliver more relevant advertisements and content, and hence better service, to our users.

We use personally identifiable information from our online registration, surveys, contests, specialized services, and order forms for our own internal evaluation and tracking purposes and to send our users information from our company (e.g., site announcements, newsletters, and message notifications) and promotional material from some of our business partners (or from other companies). If you supply such personally identifiable information, it may also be used to contact you about products and services in which you have indicated an interest, and may be shared with our third party advertisers, business partners, or other companies who may want to contact you, if you have provided your consent through an "opt in" (in which case their use of your personally identifiable information is subject to such third party's privacy policy). Additionally, you may opt out of receiving future mailings by using the "opt out" procedures described below – see the Choice/Opt-Out section below.

### **Links**

IATL.net contains links to sites. IATL.net 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 IATL.net.

### **Chat Rooms, Journals and WebLogs, Message Boards, Classifieds and Public Forums**

Please be aware that whenever you voluntarily post public information to Journals, WebLogs, Message Boards, Classifieds or any other Public Forums that that information can be accessed by the public and can in turn be used by those people to send you unsolicited communications.

### **Third Party Advertising**

Ads appearing on this Web site may be delivered to users by IATL.net 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 IATL.net and does not cover the use of cookies by any advertisers.

### **Sharing and Disclosure of Information IATL.net Collects**

Except as otherwise described in this privacy statement, IATL.net 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 IATL.net, whether or not a response is required by applicable law; (2) to enforce the IATL.net 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. IATL.net 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 IATL.net or substantially all of its assets to that successor in interest.

### **Terms of Use, Notices, & Revisions**

IATL.net reserves the right to revise this Privacy Policy at any time and for any reason and reserves the right to make changes at any time to any of the information contained in this Privacy Policy. By entering and using the services provided by IATL.net, you acknowledge and agree that you shall be bound by this Privacy Policy and any such revisions. . If we make changes, we will post them and will indicate at the top of this page the policy's new effective date. We suggest users periodically review this Privacy Policy to be aware of any modifications to these terms and conditions.

### **Security**

IATL.net has security measures in place to protect the loss, misuse and alteration of the information under our control. Unfortunately, no data transmission over the Internet can be 100% secure. As a result, while we strive to protect your personal information, IATL.net cannot ensure or warrant the security of any information you transmit to us or from our online products or services, and you do so at your own risk. Once we receive your transmission, we make our best effort to ensure its security on our systems.

**Choice/Opt-Out**

IATL.net gives you the following options for removing your personal information from our database in order to stop receiving future communications from IATL.net.

1. You can send email to: [chane.morrow@conduitinc.com](mailto:chane.morrow@conduitinc.com)
2. Upon receipt of any communication from IATL.net, to unsubscribe from future communications, you can click on the link that says "If you do not wish to receive these emails in the future, you can click here to unsubscribe."

Please note: IATL.net is not responsible for removing information from third-party lists or entities with which you have previously authorized us to share your information.

Additionally, you may opt-out of sharing your information with third-party lists or entities by either clearing the appropriate checkboxes at the point of initial collection or by following the procedures of third-party lists or entities.

**Correct/Update**

IATL.net gives you the following options for informing us of changes to information you have previously provided:

Email [chane.morrow@conduitinc.com](mailto:chane.morrow@conduitinc.com)

**Contacting IATL.net**

If you have any questions about this privacy statement, the practices of this site, or your dealings with IATL.net, please feel free to contact:

[chane.morrow@conduitinc.com](mailto:chane.morrow@conduitinc.com)