

## TowerData

TowerData collects personal information from a variety of sources including the TowerData Website and stores it in the "TowerData Database."

TowerData data is structured around individual email addresses and contain personally and non-personally identifiable information.

## Privacy Policy

<http://intelligence.towerdata.com/privacy>

### Collection and Use Of Personal Information

When you visit the TowerData Websites, we may collect information from you. The information we gather falls into two categories: 1) personal information you voluntarily supply when you log into our Websites (such as first name and email) and 2) tracking information collected as you navigate through our sites.

**Personal Information:** We may collect personally identifiable information you provide to us directly. TowerData permits any visitor to the TowerData Websites to access and edit the information we have stored in your TowerData report. We use the information you provide us to update your TowerData report and distribute it as part of the TowerData Database. At the TowerData Blog ([www.TowerData.com](http://www.TowerData.com)) you can submit your email address to receive blog updates and you can leave comments. Information from these two sources is not used by TowerData for any other purpose than proper administration of the blog and the email list and not disclosed to third parties.

**Tracking Information:** We may use industry standard technologies to track your use of our website and tailor your web experience.

Cookies are small unique strings of letters and numbers that are stored on your computer to make it easier for you to use our site and for us to improve site functionality and improve security. We may use both session cookies (which expire once you close your browser) and persistent cookies (which stay on your computer until you delete them).

When you visit our TowerData.com web site (or other web sites that we operate), or open an email you have received from us, we or one of our ad partners may place or recognize a unique cookie on your browser. These cookies enable us to send you ads about our services, customize our services and gather analytics about our web traffic. Additionally, emails we send to you may contain a bit of code known as a "web beacon." This code allows us to understand the time and date of when a user has opened an email and when he/she has utilized a link within the email to visit a website, allowing us to collect analytics about our traffic, customize our services, and send you ads about our services. Users wishing to disable our web beacons should do so by turning images "off" in their email client (e.g., Outlook, Outlook Express). Please see your email client for more information.

We may also use cookies to automatically collect information about your computer when you visit the TowerData Websites and automatically store it in log files. This may include the type of browser software you use, the operating system you are running, the website that referred you, and your Internet Protocol ("IP") address.

Your browser may permit you to reject or delete cookies, but this may prevent proper working of our website. If you want to opt-out of receiving some advertising cookies, you may be able to do so by visiting [http://www.networkadvertising.org/optout\\_nonpii.asp](http://www.networkadvertising.org/optout_nonpii.asp).

Information Disclosure: Except as described in this statement, we will not disclose to third parties any personal information you provide to us through this web site.

#### Disclosure of Personal Information

Business Clients: TowerData data may be disclosed in whole or in part to TowerData's business clients as part of our primary product offerings.

Business Partners: Except where limited by contract, TowerData data may be disclosed in whole or in part to other information providers or content owners to augment ours or their data offerings, as part of data exchanges or to provide services to their users.

Internet Partners: TowerData has an Open API that allows web sites to integrate searches of the TowerData database into their web offering. We contractually limit sharing in these instances to only the information required to provide the service.

Vendors and other Service Providers: We may use third party service providers for network, security, email, and hosting services for our system. Suppliers and service providers are required by contract to keep confidential the information received on behalf of TowerData and may not use it for any purpose other than to carry out the services they are performing for TowerData.

Disclosure Required By Law: Under certain circumstances personal information may be subject to disclosure pursuant to judicial or other government subpoenas, warrants, or orders. In the event that we are legally compelled to disclose your personal information to a third party, we will notify you with the contact information we have in your report in advance unless doing so would violate the law or a court order.

Disclosure of Non-personal information:

We may share with third parties non-personally identifiable information about you, which could include demographics, interests, and other online habits from your TowerData Report.

Additional Terms and Conditions:

TowerData enters into contracts with business clients for use of its products and services. These contracts may further govern the use of personal information collected and maintained by TowerData.

Other Important Information:

Children's Privacy: We do not knowingly collect personal information about children. Our systems are not designed for use by children under the age of 13. In the event that TowerData learns it has collected personal information belonging to someone under age of 13, TowerData will delete that information from our database. If you believe that we have any information from or about a child under 13, please contact us at [privacy@towerdata.com](mailto:privacy@towerdata.com).

**Security:** TowerData takes the security of our data seriously. We take reasonable precaution to protect against unauthorized access to our systems and to prevent data from being disclosed to unauthorized parties.

**Business Transitions:** In the event that TowerData goes through a business transition such as a merger, acquisition by another company, or sale of all or a portion of its assets, your personal information and non-personal information will likely be among the assets transferred. You will be notified in advance via email where possible, and we will post a prominent notice on our website. We will require an acquiring company or merger agreement to uphold the material terms of this privacy statement, including honoring requests for account deletion.

**Changes to this Statement:**

This Privacy Statement was last updated April 10, 2013. The prior policy is located here. A notice will be posted as part of this Privacy Statement and on our login pages for 30 days whenever this Privacy Statement is changed in a material way, highlighting both the old and new content in a way that makes the changes easy to understand.

**Contact Information**

If you have questions about this statement, please e-mail our privacy administrator: [privacy@towerdata.com](mailto:privacy@towerdata.com) or contact us:

Privacy Administrator

TowerData

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Evanston, IL 60201

**TowerData Opt-Out**

<http://intelligence.towerdata.com/opt-out>

