

# PRIVACY POLICY

The Madison Club is committed to protecting your privacy and developing technology that gives you the most powerful and safe online experience. This Statement of Privacy applies to The Madison Club website and governs data collection and usage. By using The Madison Club website, you consent to the data practices described in this statement.

## Collection of Your Personal Information

The Madison Club collects personally identifiable information, such as your e-mail address, name, home or work address or telephone number. The Madison Club also collects anonymous demographic information, which is not unique to you, such as your ZIP code, age, gender, preferences, interests and favorites.

There is also information about your computer hardware and software that is automatically collected by The Madison Club. This information can include: your IP address, browser type, domain names, access times and referring website addresses. The Madison Club uses this information for the operation of the service, to maintain quality of the service, and to provide general statistics regarding use of The Madison Club website.

The Madison Club encourages you to review the privacy statements of websites you choose to link to from The Madison Club so that you can understand how those websites collect, use and share your information. The Madison Club is not responsible for the privacy statements or other content on websites outside of The Madison Club website.

## Use of Your Personal Information

The Madison Club collects and uses your personal information to operate The Madison Club website and deliver the services you have requested. The Madison Club also uses your personally identifiable information to inform you of other products or services available from The Madison Club and its affiliates. The Madison Club may also contact you via surveys to conduct research about your opinion of current services or of potential new services that may be offered.

The Madison Club does not sell, rent or lease its customer lists to third parties. The Madison Club may, from time to time, contact you on behalf of external business partners about a particular offering that may be of interest to you. In those cases, your unique personally identifiable information (e-mail, name, address, telephone number) is not transferred to the third party. In addition, The Madison Club may share data with trusted partners to help us perform statistical analysis, send you email or postal mail, provide customer support, or arrange for deliveries. However, all such third parties are prohibited from using your personal information except to provide these services to The Madison Club, and they are required to maintain the confidentiality of your information.

The Madison Club does not use or disclose sensitive personal information, such as race, religion, or political affiliations, without your explicit consent.

The Madison Club keeps track of the websites and pages our customers visit within The Madison Club, in order to determine what services are the most popular. This data is used to deliver customized content and advertising within The Madison Club to customers whose behavior indicates that they are interested in a particular subject area.

The Madison Club websites will disclose your personal information, without notice, only if required to do so by law or in the belief that such action is necessary to: (a) conform to the edicts of the law or

comply with legal process served on The Madison Club or the site; (b) protect and defend the rights or property of The Madison Club; and, (c) act under exigent circumstances to protect the personal safety of users of The Madison Club, or the public.

## **Use of Cookies**

The Madison Club website uses "cookies" to help you personalize your online experience. A cookie is a text file that is placed on your hard disk by a web page server. Cookies cannot be used to run programs or deliver viruses to your computer. Cookies are uniquely assigned to you, and can only be read by a web server in the domain that issued the cookie to you.

One of the primary purposes of cookies is to provide a convenience feature to save you time. The purpose of a cookie is to tell the web server that you have returned to a specific page. For example, if you personalize The Madison Club pages, or register with The Madison Club site or services, a cookie helps The Madison Club to recall your specific information on subsequent visits. This simplifies the process of recording your personal information, such as billing addresses, shipping addresses, and so on. When you return to The Madison Club website, the information you previously provided can be retrieved, so you can easily use The Madison Club features that you customized.

You have the ability to accept or decline cookies. Most web browsers automatically accept cookies, but you can usually modify your browser setting to decline cookies if you prefer. If you choose to decline cookies, you may not be able to fully experience the interactive features of The Madison Club services or websites you visit.

## **Security of Your Personal Information**

The Madison Club secures your personal information from unauthorized access, use or disclosure. The Madison Club secures the personally identifiable information you provide on computer servers in a controlled, secure environment, protected from unauthorized access, use or disclosure. When personal information (such as a credit card number) is transmitted to other websites, it is protected through the use of encryption, such as the Secure Socket Layer (SSL) protocol.

## **Changes to This Statement**

The Madison Club will occasionally update this Statement of Privacy to reflect company and customer feedback. The Madison Club encourages you to periodically review this statement to be informed of how The Madison Club is protecting your information. The Madison Club welcomes your comments regarding this Statement of Privacy.