

# **KXRA.COM/PARADIS BROADCASTING PRIVACY POLICY**

**Effective May 1, 2011**

## **General**

This website is exclusively owned and operated under the name "KXRA.com" by Paradis Broadcasting of Alexandria, Inc. ("Paradis Broadcasting"), a Minnesota Corporation. This privacy policy defines the treatment of personally identifiable information that KXRA.com/Paradis Broadcasting collects when you are on the KXRA.com/Paradis Broadcasting website, and when you use KXRA.com/Paradis Broadcasting's online services.

This policy also covers KXRA.com/Paradis Broadcasting's treatment of any personally identifiable information that KXRA.com/Paradis Broadcasting's business partners share with KXRA.com/Paradis Broadcasting or that KXRA.com/Paradis Broadcasting may collect on a partner's site.

This policy does not apply to the practices of companies that KXRA.com/Paradis Broadcasting does not own or control or to people that KXRA.com/Paradis Broadcasting does not employ or manage.

Unless specified otherwise on the website, users must be at least 18 years of age and a legal resident of the United States before participation in any activity that requires the submission of Personal Information.

Please be aware that when it comes to your privacy, KXRA.com/Paradis Broadcasting acts in accordance with the Government Fair Information Practice Principles. We protect all personal data collected on our website. The following outlines what information is collected and how it will be used. Yes, your privacy is very important to us.

## **Information Collection**

KXRA.com/Paradis Broadcasting will be the sole owner of all information collected on this site. KXRA.com/Paradis Broadcasting collects personally identifiable information from persons who are at least 18 years of age when:

- You respond to a contact submission form found on our website or Email us;
- You visit pages within the KXRA.com/Paradis Broadcasting website
- We access publicly available information from public suppliers of such information, including, but not limited to, government agencies and consumer reporting agencies, to assist in the enforcement and monitoring of your transactions.
- We send one or more cookies to your computer that uniquely identify your browser. Most browsers are initially set up to accept cookies, but you can reset your browser to refuse all cookies or to indicate when a cookie is being sent.

Please note:

- We use cookies to improve the quality of our service by:
  - Storing user preferences;
  - Tracking user trends and activity, including, specifically, how you arrived at our site;
  - Allowing you to change pages during your site visit without having to re-enter a user name and password; and
  - Delivering information specific to your needs and interests.
- Some features and services of the KXRA.com/Paradis Broadcasting website or other sites may not function properly if your cookies are disabled;
- Other companies' use of cookies is subject to their own privacy policies, not this one; and
- To request changes to or deletion of your own KXRA.com/Paradis Broadcasting account, and to read about what information may possibly remain in our archived records after your account has been deleted email us at [kwalsh@kxra.com](mailto:kwalsh@kxra.com).

KXRA.com/Paradis Broadcasting may collect the following types of information. Please note that the decision to provide information to us is completely voluntary on your part:

- Information which personally identifies you and which may include, but is not limited to, your name, email address, physical address, zip code, phone and fax numbers;
- Information about the domain and the host from which you access our services, including the computer's Internet address and the browser and other software in use; and
- We would like to know things about you and your lifestyle so we can give you better service, the most relevant content possible and appropriate money saving offers, if any, from our advertisers. So we may collect demographic information which may include, but is not limited to, your age, gender, preferences, interests and favorites.

**When you provide KXRA.com/Paradis Broadcasting with information via an online contact submission form, you have voluntarily decided to provide this information. As such, you are implicitly consenting to the collection, transfer and storage of the information, including the possible transfer and storage of that information outside the country where you reside or access this Web Site. You should consult with your local country's privacy laws for more information.**

KXRA.com/Paradis Broadcasting fully complies with all requirements of the Child Online Privacy Protection Act.

### **Information Use**

KXRA.com/Paradis Broadcasting uses information for several purposes, including:

- Verifying your identity;
- Delivery of KXRA.com/Paradis Broadcasting email;
- Detecting and preventing fraud and other illegal uses of our service;
- Fulfilling your requests for certain products and services, such as mailing you prizes, tickets, CD's, coupons or other items;
- Contacting you about new products, surveys, and, in the event they are held, to tell you that you have won a contest or other promotional prize; and
- Improving site administration and functioning and our overall services to you, including addressing programming concerns, complaints or praise.

KXRA.com/Paradis Broadcasting will use best efforts to honor users who request to opt out of marketing messages, but under no circumstances will KXRA.com/Paradis Broadcasting have any liability for sending any E-mail to its registered users.

Users who do not wish to receive marketing Emails, including KXRA.com/Paradis Broadcasting bulletins, KXRA.com/Paradis Broadcasting promotional E-mails, or Sponsor E-mails are requested to contact Kris Walsh at [kw Walsh@kxra.com](mailto:kw Walsh@kxra.com). We may also send our users site and service announcement update. Members are not able to unsubscribe from service announcements, which contain important information about service notices and responsibilities. KXRA.com/Paradis Broadcasting occasionally communicates with its users via E-mail and phone to provide information about requested services and regarding issues related to their account. It is important to note that this communication is not used for marketing or promotional purposes. Requesting the deletion of certain types of user information may prevent users from accessing some web site features.

### **Information Sharing and Disclosure**

KXRA.com/Paradis Broadcasting never shares, trades, or sells personally identifiable information to any third party under any circumstances.

We will only reveal your personally identifiable information in the most limited of circumstances, which only occur when we:

- Must respond to subpoenas, court orders or legal process or other formal requests issued by a government office or agency, including the requirement that non-personal Emails received from members of the public be placed in the station's local public inspection file.
- Assign, transfer, or otherwise sell all or a substantial part of our assets to another entity, in which case the information will be provided to that entity as part of the assignment, transfer or sale process; and

- Have a good faith belief that such action is necessary to:
  - Protect and defend the rights or property of KXRA.com/Paradis Broadcasting;
  - Act under exigent circumstances to protect the personal safety of users of KXRA.com/Paradis Broadcasting, or the public; or
  - Enforce violations of the Terms of Service of the KXRA.com/Paradis Broadcasting website or any of our usage guidelines for specific products or services

KXRA.com/Paradis Broadcasting may share aggregated, non-personal data and information with media partners, professionals and advertisers. For example, we may disclose things like, “there are 100 people who like to dine out, who live in a particular zip code”.

## **Security**

KXRA.com/Paradis Broadcasting endeavors to maintain the requisite security to protect your personal information from unauthorized access, use, or disclosure both on and offline at a level that is equal to or better than that which is required by applicable law. KXRA.com/Paradis Broadcasting secures the personally identifiable information you provide on computer servers in a controlled, secure environment, protected from unauthorized access, use or disclosure from anyone other than our employees, agents, representatives, business partners and affiliates. KXRA.com/Paradis Broadcasting insures the proper handling of your information to prevent unauthorized access or identity theft. We do this by taking every reasonable means to insure your information cannot be accessed by anyone except you.

If your personal information is contained in a non-personal E-mail to the station it will be printed out and placed in the KXRA local public inspection file, as required by the Federal Communication Commission's rules and regulations.

All employees of KXRA.com/Paradis Broadcasting have reviewed this privacy statement and must adhere to these privacy standards. They understand the importance of high levels of security and discretion in all functions that deal with your information.

Please understand that, despite our best efforts, third parties may unlawfully intercept or access transmissions on the Internet which may compromise your personal information.

## **Correcting your Personal Information**

KXRA.com/Paradis Broadcasting asks that you provide us with any changes to your personal information or your privacy preferences so that we can update your account accordingly. KXRA.com/Paradis Broadcasting is not responsible for any notifications or updates that do not reach you because you have not notified KXRA.com/Paradis Broadcasting of changes to your contact information.

Changes should be sent to Kris Walsh at [kwash@kxra.com](mailto:kwash@kxra.com). We will take reasonable steps to verify your identity before making corrections.

### **Changes to this Privacy Policy**

KXRA.com/Paradis Broadcasting will occasionally update this Statement of Privacy to reflect company and customer feedback. KXRA.com/Paradis Broadcasting encourages you to periodically review this Statement to be informed of how KXRA.com/Paradis Broadcasting is protecting your information.