



GeoTag Inc.'s Privacy Policy
Effective as of March 1, 2011

INTRODUCTION:

This Privacy Policy describes how GeoTag Inc. ("GT," "us" or "we"), will collect and use your personally identifiable information ("PII") (that is - your full name, email address, mailing address, telephone number, and/or credit card number) as well as data that can, under certain circumstances, indirectly lead to PII ("Related Data").

This Policy applies to PII and Related Data received by us from: (a) consumers who provide us with information in connection with purchases of products or services from GT, and (b) visitors when they visit or register with sites that link to this Privacy Policy. At GT's discretion at any time, GT may revise this Privacy Policy. If we make revisions that change the way we collect or use your PII or Related Data, those changes will be posted in this Privacy Policy and the effective date will be noted at the beginning of the Policy. Therefore, you should review it periodically so that you are up to date on our most current policies and practices. If we make material changes to our practices regarding use of your PII or Related Data, your PII and Related Data will continue to be governed by the Privacy Policy under which it was subject prior to those changes, unless you have been provided notice of, and have not objected to, the changes.

INFORMATION THAT WE COLLECT: Generally. When you purchase our products, services and/or advertising, we collect PII and Related Information from you. We also may collect PII and Related Information from you when you contact us about your advertising or yellow page listings or participate in other activities including chats, message boards and/or similar communications. When you visit our web sites, we automatically collect non-PII such as IP addresses and web site usage information from you. We do not, however, knowingly collect PII from children under the age of thirteen.

COOKIES:

Cookies are small bits of information that our web sites place on the hard drive of your computer. We use cookies to, among other things, facilitate our login processes; allow you to personalize and store your settings; collect usage information; determine our total audience size and traffic; and help us improve our sites by measuring which areas are of greatest interest to users.

You can set the browser on your computer to warn you each time a cookie is being sent, block third party cookies or block any or all cookies. However, by blocking all cookies you may not have access to certain features on our web sites.

We also may use web beacons (invisible images often referred to as pixel tags or clear GIFs) on our sites in order to recognize users and assess traffic patterns, and we may include web beacons and cookies in our email messages, including newsletters, in order to count how many email messages have been opened.

We may use cookies and similar tools to relate your use of our web sites to PII obtained from you and/or a reputable third party. For example, if you've asked us to send you information about our upcoming products or promotions, cookie and/or click stream data about your activities on our web sites may allow us to limit the materials we send you to items we think you will find interesting, based on your prior online activities and preferences. However, if we wish to combine your personal and cookie or click stream information in this manner, we will obtain your express affirmative consent.

NOTICE: Third Party Web Sites. Our web sites may link to web sites operated by other companies or affiliates. Some of these third party sites may be co-branded with a GeoTag logo, even though they are not operated or maintained by us. We're not responsible for the privacy practices of web sites operated by third parties that are linked to or integrated with our sites or for the privacy practices of third party Internet advertising companies. Once you've left our site via such a link or by clicking on an advertisement, you should check the applicable privacy policy of the third party or advertiser site to determine how they will handle any PII they collect from you.

USE - HERE'S HOW WE USE PII:

We may use information in the following ways:

- For the purposes for which you specifically provided it including, without limitation, to enable us to process and fulfill your advertising or other requests.
- To send you information about your relationship and/or transactions with us.
- To notify you about our products, services, and/or special offers.
- To otherwise contact you with information that we believe will be of interest to you.
- To enhance and/or develop features, products and services.
- To provide advertisers and other third parties with aggregate information about our web site user base and usage patterns.
- To allow us to personalize the content and advertising that you and others see on our web sites.

Information about your activities on our sites and other non-personally identifiable information about you may be used to limit the online ads you encounter to those we believe are consistent with your interests. We may combine the information that we collect from you with information that you provide to us in connection with your use of other GT products, services and web sites, or information we collect from third parties.

SHARING YOUR INFORMATION:

Except as set forth herein, or if we inform you otherwise at the time of data collection,

we will not share your PII or Related Data outside of GT.

Affiliates: We may share your PII with companies that are affiliated with us, that is, are part of the GT business units.

Service Providers: We may use other companies to perform services including, without limitation, facilitating some aspects of our web sites, sending email, fulfilling purchase requests, serving, customizing or delivering marketing or ads, and auditing. These other companies may be supplied with and/or have access to your PII and Related Data solely for the purpose of providing these services to us or on our behalf.

Special Circumstances: There may be instances when we may disclose PII or Related Data without providing you with a choice in order to protect the legal rights of GT, other companies within the GT group or their employees, agents and/or contractors; to protect the safety and security of visitors to our web sites; to protect against fraud or for risk management purposes; or to comply with the law or legal process. In addition, if GT sells all or part of its business or makes a sale or transfer of assets or is otherwise involved in a merger or business transfer, we may transfer your PII to a third party as part of that transaction.

Social Network and Interactive Tools. Certain features on our web sites give you an opportunity to interact with us and/or others. These may include forums, message boards, chats, submitting a letter to the inventor, creating community profiles, and rating, tagging and commenting on articles, electronic images and/or graphics. When you use these features you should be aware that any information you submit, including your name, location and email address, may be publicly available to others. We are not responsible for any information you choose to submit through these interactive features. When an individual chooses to post information that will be publicly disclosed, he or she is responsible for ensuring that such information conforms to all local data protection laws. We are not responsible under any data protection laws for user posted information.

Non PII. Anonymous click stream, number of page views calculated by pixel tags, and aggregated demographic information may also be shared with our advertisers and business partners.

SECURITY: WE PROTECT THE SECURITY OF PII

We use commercially reasonable administrative, technical, personnel and physical measures to safeguard PII and Related Data in our possession against loss, theft and unauthorized use, disclosure or modification.

DATA RETENTION

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We retain your information for as long as necessary to permit us to use it for the purposes that we have communicated to you and comply with applicable law or regulations.

TRANSFER TO US OR OTHER COUNTRIES

Your information may be stored and processed in the United States and/or any other country where GT has facilities, and by advertising on our web site, you consent to the transfer of information outside of your country.

**REMEDIES AND COMPLIANCE: HOW TO CONTACT US ABOUT
PRIVACY CONCERNS**

If you have any questions, comments or concerns about our Privacy Policy, you may contact us at privacypolicy@geotag.com.