

KNIGHT BROADCASTING, INC

Privacy Statement

General

This Web site (this "Site") is owned and operated by Knight Broadcasting Company ("Knight Broadcasting"). This notice describes the privacy policy of this Site. By using this Site you are accepting the practices described in this Privacy Notice.

Information Collected

This Site receives and stores any information you enter. Information is routinely collected from visitors of this Site through such means as registration forms, order forms, surveys and contests.

In addition, this Site receives and stores certain types of information whenever you interact with this Site. For example, this Site uses "cookies," which are alphanumeric identifiers that are transferred to your computer's hard drive through your Web browser to enable this Site to recognize your browser and collect certain information regarding your use of this Site.

This Site also automatically collects a visitor's IP address, domain name and information on what pages visitors access or visit. Visitors' IP addresses may be used by Knight Broadcasting for the purpose of system administration, to report information to our content partners and advertisers, and to audit the use of this Site. Knight Broadcasting does not currently link IP addresses to any personally identifiable information, however, Knight Broadcasting may use an IP address to identify a visitor to this Site in certain circumstances including, but not limited to, enforcement of compliance with the terms of the use of this Site, to protect Knight Broadcasting's rights, to protect customers or others or as may be required by law.

Email addresses and other personally identifiable information about visitors to this Site are known to Knight Broadcasting only when voluntarily submitted. For example, personally identifiable information collected in connection with visitors voluntarily filling out contest entry forms or subscribing to newsletters is retained by Knight Broadcasting. This information is used to improve this Site and to support transactions made on this Site, for other purposes as may be disclosed in connection with the submission by the visitor of the information, and for purposes as described in this policy. Knight Broadcasting may use email addresses and other personally identifiable information to contact visitors who communicate with Knight Broadcasting. For example, Knight Broadcasting may direct emails to visitors who provide Knight Broadcasting with their email addresses for specific purposes such as receiving newsletters or being notified of special offerings.

Sharing Information With Third Parties

The information which is collected or retrieved by this Site may be shared with Knight Broadcasting's affiliates and business partners, including companies that have Linked Sites (as described below) for marketing and promotional purposes.

In addition this Site may engage other companies and individuals to perform certain functions on its behalf. These companies and individuals have access to your information as needed to perform their functions but may not use it for other purposes.

This Site may also disclose visitor information in special cases when there is reason to believe that disclosing this information is necessary to identify, contact or bring legal action against a visitor who may cause injury to or interfere with Knight Broadcasting's rights or property or another person or entity's rights or property. Knight Broadcasting may also disclose visitor information when required by law.

Knight Broadcasting may sell or buy radio stations or assets. In such transactions, customer information, including information gathered through this Site is generally one of the business assets which will be transferred. Also, in the event that Knight Broadcasting, or substantially all of its assets are acquired, information collected through this Site will be one of the assets which is transferred to the new owner.

Advertisers and Sponsors of this Site

This Site also sells space on this Site to various advertisers and sponsors. These third parties may also use cookies for such things as online profiling. Online profiling is the practice of aggregating information about consumers' interests, gathered primarily by tracking their movement online and using the resulting consumer profiles to deliver targeted advertisements. Knight Broadcasting does not track, monitor or control what information is collected or how these advertisers and sponsors use the information which they collect.

Links to Other Sites

If visitors of this Site link to another web site (the "Linked Site") through this Site, the Linked Site's privacy policy will control the collection and use of information and data for any activity performed on the Linked Site. Knight Broadcasting is not responsible for any Linked Site's content or privacy policies. These Linked Sites may automatically collect data on visitors of the Linked Site or solicit and share personal information on visitors in a manner that is different than described in this policy notice. The Linked Sites are for your convenience only and you access them at your own risk.

Opt-Out Policy

Should you wish to stop receiving email, update or change your personal information or request that Knight Broadcasting remove your personal data from this Site, you should submit your request by mail to Knight Broadcasting Company, 1693 Mission Drive, Suite D202, Solvang, CA 93463. Knight Broadcasting will process the request in a timely and reasonably commercial manner. Notwithstanding the foregoing, Knight Broadcasting is not responsible for any errors in transmission, processing or otherwise relating to such request. You should review the opt-out policies of the Linked Sites to determine the specific procedure for opting-out of such Linked Sites.

Policy for Children

This Site is not directed to children under the age of 13. If you are accessing this Site and you are under the age of 13, Knight Broadcasting requests that you not disclose or provide any personal information on this Site. In the event that Knight Broadcasting discovers that a child under the age of 13 has provided Knight Broadcasting with personal information, Knight Broadcasting will immediately delete such personal information from its system.

Security

Knight Broadcasting strives to protect visitors' personal information, however, Knight Broadcasting does not ensure or warrant the security of any information. Knight Broadcasting will use reasonable efforts to ensure that information stored on Knight Broadcasting's system is secure.

Bulletin Boards, Forums and Chat Rooms

Knight Broadcasting is not responsible for the use of any material posted on any bulletin board, chat room or other forum. Any information a visitor discloses on any bulletin board, chat room or other forum is at the visitor's own risk.

You should be aware that when you voluntarily disclose personal information on any community area (e.g. bulletin board, chat room or other forum) that information can be collected and used by others and may result in unsolicited messages from other parties.

Right To Change This Privacy Statement

Knight Broadcasting reserves the right, in its sole discretion, to modify, alter or otherwise change this Site's privacy policy. Any policy change will be posted by incorporating the change in this policy statement. If you are concerned about the collection and/or use of information you should periodically review this policy statement.