



# JDL Horizons, LLC Privacy Policy

## for <http://www.jdlhorizons.com>

*Last Updated: July 31<sup>st</sup>, 2008*

Your privacy is important to us. This policy explains our information practices, defines your privacy options and describes how your information is collected and used by us, JDL Horizons, LLC (“JDL”).

This policy covers the website at <http://www.jdlhorizons.com> (the “JDL Website”). The JDL Website is owned and operated by JDL, a limited liability company organized under the laws of Minnesota. Should you have privacy questions or concerns, please call us at 952-697-0550, send an email to [info@jdlhorizons.com](mailto:info@jdlhorizons.com), or send a letter to us at the following address: [JDL Horizons, LLC, 8201 Norman Center Drive, Suite 300, Bloomington, Minnesota 55437](#).

By using the JDL Website, you agree to the collection and use of information in the manner described in this policy. JDL shall have right at any time and without prior notice, at its sole discretion, to revise this policy. If we make material changes to this policy, we will notify you at this JDL Website, by email, by means of a notice the next time you log in to the JDL Website, or by means of a notice on the JDL Website homepage. Such revisions and additions shall be effective immediately upon notice. You are responsible for reviewing the JDL Website periodically for any modification to this policy. Any access or use of the JDL Website by you after notice of modifications to this policy shall constitute and be deemed to be your agreement to such modifications.

### **The Information We Collect**

This policy applies to all information collected on the JDL Website and any information you provide to JDL. The personal information we may collect includes your name, address, IP address, email address or phone number.

### **Chatrooms, Bulletin Boards and Product Reviews**

The JDL Website may include chatrooms, bulletin boards, product, or other message areas that allow users to post information to the JDL Website. When you post messages, other site visitors can also view them. We urge you to exercise caution when providing personally identifiable financial or other information in the chatrooms, bulletin boards, product reviews or other message areas. Remember that any information you disclose in these areas becomes public information.

## Our Collection of Your Data

In addition to the personal information you supply, we collect certain information to evaluate how visitors, guests, and customers use the JDL Website. We collect data to make the JDL Website work better for you in the following ways: to improve the design of the JDL Website, to provide personalization on the JDL Website, and to evaluate the performance of our marketing programs. The technologies we use to gather this non-personal information may include “IP” addresses, “cookies”, “clear gifs”, browser detection, and “weblogs”.

## How We Use Information

Our primary goal in collecting your information is to provide you with a personalized, relevant, and positive experience with the JDL Website. JDL will not sell, rent, or lease your personal information to others except as set forth in this policy.

You can register on the JDL Website to receive promotions and updates, or to be contacted for market research purposes. The contact information you submit will not be used for these purposes unless you specifically “opt-in”. You can control your privacy preferences regarding such marketing communications (see the section below entitled “Your Privacy Preferences”).

From time to time, you may be invited to participate in optional customer surveys or contests, and JDL may request that you provide some or all of the above listed personal information in those surveys or contests. We use information collected through contests to contact winners and award prizes. We use information collected from surveys to learn about our customers in order to improve our services and develop new products and services of interest to our customers.

JDL may use “IP” addresses, “cookies”, “clear gifs”, browser detection, and “weblogs” to provide a better experience on our website and to give us useful business information.

IP addresses define the Internet location of computers and help us better understand the geographic distribution of our visitors and customers and manage the performance of the JDL Website. Cookies are tiny files placed onto the hard drive of your computer when you visit the JDL Website, so we can immediately recognize you when you return to the JDL Website and deliver content specific to your interests. You may modify your browser preferences to accept all cookies, be notified when a cookie is set, or reject all cookies. Please consult your browser instructions for information on how to modify your choices about cookies. If you modify your browser preferences, certain features of the JDL Website may not be available to you.

We may also use a technology called clear gifs. Clear gifs are tiny graphics with unique identifiers that are used to track emails and online movements, helping us understand what marketing campaigns and content are effective.

We may detect the type of web browser you are using to optimize the performance of the JDL Website and to understand the mix of browsers used by our visitors, guests, and customers. To learn about how people use our site, we examine weblogs, which show the paths people take through the JDL Website and how long they spend in certain areas.

JDL may contract with unaffiliated third parties to provide services, such as software for features on the JDL Website, customer communications, sweepstakes and prize fulfillment, analyzing and evaluating the information we collect, and other services. When we do this, we may provide your personally identifiable information to third parties only to provide those services, and they are not authorized to use your personally identifiable information for any other purpose.

### **Our Commitment to Data Security**

Access to your data is limited to authorized JDL staff or approved vendors and partners. Although total security does not exist on the Internet, JDL shall make commercially reasonable efforts to safeguard the information that you submit to JDL.

### **Use of the JDL Website by Children**

This JDL Website is not intended for use by children under the age of 13. JDL will not knowingly collect any personally identifiable information submitted by visitors to the JDL Website site who are under the age of 13.

### **Transfer of Personally Identifiable Information**

We reserve the right to disclose your personally identifiable information as required by law and when we believe that disclosure is necessary to protect our rights and/or comply with a judicial proceeding, court order or legal process. It is also possible that JDL would sell all or substantially all of its assets and business. In any transaction of this kind, customer information, including your personally identifiable information, may be among the assets that are transferred. If we decide to so transfer your personally identifiable information, you will be notified by an email sent to the last known email address in our files and/or by notice posted on the JDL Website.



### Third Party Websites

The JDL Website may contain links to other websites. JDL is not responsible for the privacy practices of these other sites. We encourage you to be aware when you leave our site, and to read the privacy statements of each web site that collects personally identifiable information. Some linked sites may be co-branded with our trademarks and those of our business partners. They may look and feel like [www.jdlhorizons.com](http://www.jdlhorizons.com), but the URL in your browser window will indicate that you are visiting a different site. This policy only applies to information collected by JDL.

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