

## **Brightline Solutions LLC - Privacy Policy**

### **OUR COMMITMENT TO YOUR PRIVACY**

This privacy policy applies to our website at [www.BrightlineSolutions.com](http://www.BrightlineSolutions.com). This site is owned and operated by Brightline Solutions, LLC. Your privacy on the Internet is of the utmost importance to us. At Brightline Solutions, LLC, we want to make your experience online satisfying and safe.

Because we gather certain types of information about our Users, we feel you should fully understand our policy and the terms and conditions surrounding the capture and use of that information. This privacy statement discloses what information we gather and how we use it.

### **INFORMATION WE GATHER AND TRACK**

Brightline Solutions, LLC gathers two types of information about our Users:

1. Information that Users provide through optional, voluntary submissions - These include information required to subscribe to our products, receive our electronic newsletters, to participate in our message boards or forums, and from participation in polls and surveys.
2. Information that Brightline Solutions, LLC gathers through aggregated tracking information derived primarily by tallying page views throughout our sites - This information allows us to better tailor our content to our Users' needs and to help our advertisers and sponsors better understand the demographics of our audience. Under no circumstances does Brightline Solutions, LLC divulge any information about an individual User to a third party.

### **GATHERING USER INFORMATION**

We offer the following services, which require some type of submission of personal information by Users:

#### **1. Subscription**

Brightline Solutions, LLC offers a subscription-based database service, IA Act Unwrapped™. Users who subscribe are required to enter personal data such as the name of a contact person, email address, street address, and telephone number. The User must also submit a current credit card, or check, for payment. We never share any of this information about specific individuals with any third party, except as required to process the payments.

#### **2. Electronic Newsletters**

Brightline Solutions, LLC may offer a free electronic newsletter to Users. Brightline Solutions, LLC gathers the email addresses of Users who voluntarily subscribe. Users may remove themselves from this mailing list by following the link provided in every newsletter that points Users to the subscription management page.

#### **3. Polling**

We may offer interactive polls to Users so they can easily share their opinions with other Users and see what our audience thinks about important issues. Opinions or other responses to polls are aggregated and are not identifiable to any particular User. Brightline Solutions, LLC may use a system to "tag" Users after they have voted, so they can vote only once on a particular question. This tag is not correlated with information about individual Users.

#### **4. Surveys**

Brightline Solutions, LLC may occasionally conduct User surveys to better target our content to our audience. We sometimes share the aggregated demographic information in these surveys with our sponsors, advertisers and partners. We never share any of this information about specific individuals with any third party.

### **USAGE TRACKING**

Brightline Solutions, LLC tracks User traffic patterns throughout all of our sites. However, we do not correlate this information with data about individual Users. Brightline Solutions, LLC does break down overall usage statistics according to a User's domain name, browser type, and MIME type by reading this information from the browser string (information contained in every User's browser).

Brightline Solutions, LLC sometimes tracks and catalogs the search terms that Users enter in our Search function, but this tracking is never associated with individual Users. We use tracking information to determine which areas of our sites Users like and don't like based on traffic to those areas. We do not track what individual Users read, but rather how well each page performs overall. This helps us continue to build a better service for you.

### **COOKIES**

We may place a text file called a "cookie" in the browser files of your computer. The cookie itself does not contain Personal Information although it will enable us to relate your use of this site to information that you have specifically and knowingly provided. But the only personal information a cookie can contain is information you supply yourself. A cookie can't read data off your hard disk or read cookie files created by other sites. Brightline Solutions, LLC uses cookies to track User traffic patterns (as described above). Our advertising system delivers a one-time cookie to better track ad impressions and click rates.

You can refuse cookies by turning them off in your browser. If you've set your browser to warn you before accepting cookies, you will receive the warning message with each cookie. You do not need to have cookies turned on to use this site. However, you do need cookies to participate actively in message boards, forums, polling and surveys.

### **USE OF INFORMATION**

Brightline Solutions, LLC uses any information voluntarily given by our Users to enhance their experience in our network of sites, whether to provide interactive or personalized elements on the sites or to better prepare future content based on the interests of our Users.

As stated above, we use information that Users voluntarily provide in order to send out electronic newsletters and to enable Users to participate in polls, surveys, message boards, and forums. We may send out newsletters to subscribers on a regular schedule (depending

on the newsletter), and occasionally send out special editions when we think subscribers might be particularly interested in a particular subject. Brightline Solutions, LLC never shares subscriber lists with any third parties, including advertisers, sponsors or partners.

We use tracking information to determine which areas of our sites Users like and don't like based on traffic to those areas. We do not track what individual Users read, but rather how well each page performs overall. This helps us continue to build a better service for you. We track search terms entered in Search function as one of many measures of what interests our Users. But we do not track which terms a particular User enters.

Brightline Solutions, LLC creates aggregate reports on User demographics and traffic patterns for advertisers, sponsors and partners. This allows our advertisers to advertise more effectively, and allows our Users to receive advertisements that are pertinent to their needs. Because we don't track the usage patterns of individual Users, an advertiser or sponsor will never know that a specific User clicked their advertisement. We will not disclose any information about any individual User except to comply with applicable law or valid legal process or to protect the personal safety of our Users or the public.

## **SHARING OF THE INFORMATION**

Brightline Solutions, LLC uses the above-described information to tailor our content to suit your needs and help our advertisers better understand our audience's demographics. We will not share information about individual Users with any third party, except to comply with applicable law or valid legal process or to protect the personal safety of our Users or the public. Brightline Solutions, LLC will not rent, exchange or sell your mailing address to third parties.

## **SECURITY**

Brightline Solutions, LLC operates secure data networks protected by industry standard firewall and password protection systems. Our security and privacy policies are periodically reviewed and enhanced as necessary and only authorized individuals have access to the information provided by our customers.

## **OPT-OUT POLICY**

We give Users options wherever necessary and practical. Such choices include:

- Opting out of receiving our electronic newsletters.
- Opting not to participate in certain interactive areas, which completely alleviates the need to gather any personally identifiable information from our Users.

## **YOUR CONSENT**

By using this site, you consent to the collection and use of this information by Brightline Solutions, LLC. If we decide to change our privacy policy, we will post those changes on this page so that you are always aware of what information we collect, how we use it, and under what circumstances we disclose it.

## **CHANGES TO THIS POLICY**

This Privacy Policy may be amended from time to time. Any such changes will be posted on this page.