

## S-GO VIDEO & INTERNET PRIVACY POLICY

At the same time that S-GO Video & Internet is committed to bringing you information tailored to your individual needs, we recognize the importance of protecting the privacy of personally identifiable information collected about you, our customers and prospects. In adopting this customer privacy policy, our intent is to balance our legitimate business interests in collecting and using information with your reasonable expectations of privacy.

S-GO Video & Internet does not collect personally identifying information about individuals, except when specifically and knowingly provided by such individuals.

A user's personally identifiable information (e.g., name, phone number, address, e-mail address) may be used by S-GO Video & Internet for editorial purposes. For example, we may use information provided by you to us as part of a survey. If we run competitions or contests, you may be required to provide information such as your telephone number and address in order to participate. The exact rules may vary in each case but the specific rules for any contest will state how that information may be used. We also may use personally identifiable information for marketing and promotional purposes. We may send you e-mails about S-GO Video & Internet products, promotions, or services as well as on behalf of other companies.

Except as stated in this privacy policy or at the time of collection, user's personally identifiable information, will not be transferred to a party outside S-GO Video & Internet, its divisions, its vendors or third party list managers unless stated at the time of collection. If you do not wish to receive any e-mail or to have us share such information with another party, you may "opt out" at any time by e-mailing us or contacting us by regular mail.

We do not control the privacy policies of our business partners, advertisers, sponsors or other affiliates. S-GO Video & Internet users should also be aware that, when you voluntarily disclose personal information in chat areas or bulletin boards, that information may be collected by others and may result in unsolicited messages from others.

***Kids:*** Be sure to ask your parents for permission before you send any information about yourself, such as your name, address, or e-mail address, over the Internet, to us or to anyone else and before making any purchases online.

***Parents:*** We encourage you to get involved with your children's online usage and television viewing habits, and to be aware of the activities in which they are participating. Any personally identifiable information collected by S-GO Video & Internet that we are aware is from children will be used only for S-GO Video & Internet internal purposes such as market research, sweepstakes fulfillment or for fulfilling requests for information or materials, and may sometimes be included in our database. Such information will not be posted or published by us, or provided to any third parties, without your prior consent. Anonymous aggregated data is sometimes provided to other parties with which we do business, for statistical and market research purposes as described above. Finally you should be aware that if your children voluntarily disclose information such as their names or e-mail addresses on various forums or chat areas, such disclosures might result in unsolicited messages from other parties.

*Technology is developing at a rapid pace, and we need to maintain our flexibility in that arena. If we need to change our policy in the future, we will notify you of these changes as soon as they go into effect.*