

RedChip Companies Website & Information Use Privacy Policy

Privacy Policy:

We appreciate the trust that clients place in us and we recognize the importance of protecting the confidentiality of non-public personal information that we have in our possession. The information is used to ensure accuracy in reporting and record keeping and to carry out requested transactions. Keeping this information secure is a top priority for RedChip Companies and in keeping with recently adopted regulations; we share our Privacy Policy.

The policy describes the ways in which we collect, store, use, and protect your personal information. You accepted this policy when you signed up for our Service. We may amend this policy at any time by posting a revised version on our website. The revised version will be effective at the time we post it. In addition, if the revised version includes a substantial change, we will provide you with 30 days prior notice by posting notice of the change on the "Policy Updates" page of our website.

GENERAL

RedChip Companies, Inc., publisher of the RedChip Review as well as numerous Independent and Sponsored research reports and the adjoining quarterly updates, and its affiliates (hereafter referred to collectively as "RedChip Companies") are committed to maintaining the privacy of personal information that you provide to us when using RedChip Companies websites and other online services (hereafter referred to collectively as the "Services"). This Privacy Policy describes how we treat personal information received about you when you visit or subscribe to the Services we provide. This Privacy Policy does not apply to any personal information received by RedChip Companies in connection with your subscriptions to the print editions of the RedChip Review, Retail subscriptions, Institutional subscriptions, or any combination thereof.

We may make content or services from other Web sites including our affiliated or co-branded Web sites available to you from links located on the Services network. These other Web sites are not subject to this Privacy Policy. We recommend that you review the privacy policy at each such Web site to determine how that site protects your privacy.

INFORMATION WE COLLECT

General: When you register, and at other times, we will collect personally identifiable information from you that may include your name, age, address, e-mail address, credit-card number and facts about your computers, profession, investing habits, and similar information. We do not, however, knowingly collect personal information from children under the age of sixteen.

Surveys: We may conduct occasional online surveys. For example, when you're within the Services, you may see a pop-up window offering you the optional opportunity of participating in a survey. These surveys are entirely voluntary and you may easily decline to participate.

Web Site Usage Information: We automatically collect IP addresses and Web site usage information from you when you visit the Services. This information helps us evaluate how our visitors and subscribers use and navigate our Web sites, including the number and frequency of visitors and subscribers to each Web page, and the length of their visits.

HOW WE USE INFORMATION COLLECTED

We may use information in the following ways:

- For the purposes for which you specifically provided the information including, for example, enabling us to process, validate, and verify subscriptions.
- To send you e-mail notifications about our new or existing products and services, special offers, or to otherwise contact you.
- To enhance existing features or develop new features, products, and services.
- To provide advertisers and other third parties with aggregate information about our user base and usage patterns.
- To allow us to personalize the content and advertising that you and others see based on personal characteristics or preferences.

We may combine the information that we collect from you on the Services with information that you provide to us in connection with your use of our other products, services, and Web sites.

We may hire other companies to perform services on our behalf including, without limitation, facilitating some aspects of the Services, sending e-mail, and fulfilling purchase requests. These other companies may be supplied with or have access to your personally identifiable information solely for the purpose of providing these services to us or on our behalf.

We use third parties, called third-party ad servers or ad networks, to deliver ads to you on our behalf. These third-party ad servers may be supplied with or have access to your personally identifiable information solely for the purpose of providing these services to us or on our behalf. They may also collect and use non-personally identifiable information about your visits to the Services and other Web sites in order to present advertisements that may be of interest to you. If you would like more information about this practice or to opt out of having this information used by third-party ad servers to provide targeted ads, please visit:

(need URL here)

Except as specifically set forth in this Privacy Policy, we will not share your personally identifiable information outside of RedChip Companies unless you "opt in" to having your personally identifiable information shared with a company that is not affiliated with us.

We may disclose and use personally identifiable information in special circumstances where it is necessary to enforce our Subscriber Agreement or Terms of Use (for example, when necessary to protect our intellectual property rights). We may also disclose or use your personal information when we, in good faith, believe that the law requires us to do so.

THIRD PARTY AND CORPORATE SUBSCRIPTIONS

If your access to the Services is provided by your employer or a third party, we may notify your employer or that third party when you access the Services. In doing so, we may reveal limited amounts of your personally identifiable information such as your name or email address. In some cases, your employer or the third party providing your access may provide us with limited amounts of personal information about you to facilitate your access to the Services and so that we may identify you when providing it with user and usage information.

DISCUSSIONS

The "Contact" section of RedChip Companies online provides you with an opportunity to tell us what you think. When you use our "Contact" feature (for example, by posting a message using this medium, we may make public any information that you provide including your name, location and e-mail address.

THE WALL STREET JOURNAL ONLINE ARCHIVE POWERED BY PROQUEST

The Wall Street Journal Online Archive powered by ProQuest is hosted by ProQuest through its ProQuest Archiver service and all article purchases are processed by ProQuest. ProQuest collects and uses your information in accordance with its privacy policy, and makes your information available to us. We will treat all information that ProQuest provides about you in accordance with this Privacy Policy.

RED MAIL MESSAGES

If you subscribe to the Services, you may occasionally receive email messages about the Services that are intended to assist you in making the most out of your subscription. We call these "Red Mail" messages and each one contains a link that you may use to opt-out of receiving further Advantage messages. You may also decline to receive them by contacting Customer Service at info@redchip.com (for subscribers to the RedChip Review), or by calling us at 1.800.RED.CHIP (800.733.2447).

YOUR ABILITY TO CHOOSE

We offer you the opportunity to choose whether to receive certain communications from us at the time you give us your personally identifiable information. If you subscribe to the RedChip Review, Retail, Institutional, print, online, or both/all formats of research dissemination, you may update your communication preferences by e-mailing RedChip Companies at info@redchip.com. You are always able to update your communication preferences by contacting Customer Service at info@redchip.com, or by calling us at 1.800.RED.CHIP (800.733.2447)

You may decline to receive "RED MAIL" messages as set out above by e-mailing RedChip Companies at info@redchip.com.

COOKIES AND WEB BEACONS

We employ cookie technology. Read our [Cookie Disclosure Statement](#) for more information on our use of cookies. We use web beacons (invisible images often referred to as pixel tags or clear GIFs) on our site in order to recognize users and assess traffic patterns. We also include Web beacons in our e-mail messages including newsletters in order to count how many e-mail messages have been opened.

ADS FOR THE SERVICES

When you view an ad for the Services on other sites, our third-party advertising company and/or one or more of its affiliates and/or partners may place or recognize a unique cookie on your browser. The Services and our advertising, investor relations, public relations, finance, and conference companies may also, from time to time, use Web beacons (invisible images often referred to as pixel tags or clear GIFs) to note which Services pages you visit after viewing our ads. The information that is collected through the use of these images is not personally identifiable and is used only to track response to our advertising efforts.

SECURITY

The personally identifiable information we collect about you is stored in limited-access servers. We do, and will, maintain safeguards to protect the security of these servers and your personally identifiable information.

REVIEW AND CORRECTION

You may review and update the personally identifiable information/registration information that you have provided to us by contacting Customer Service at info@redchip.com . Most subscribers to the RedChip Review, Retail, Institutional, and/or both, both online and print products may also update their information by going to the *insert URL here*.

DATA RETENTION

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.

POLICY MODIFICATIONS

When we make any material change to this Privacy Policy, we will inform you by posting a notice on the home page of this site that the policy has been updated and by changing the date on this page noting when the policy was last updated.

TRANSFER TO UNITED STATES OR OTHER COUNTRIES

Your information may be stored and processed in the United States or any other country where RedChip Companies has offices, satellite offices, facilities, partnerships and/or affiliates, and by subscribing to our services, you consent to the transfer of information outside of your country.

COMMENTS AND QUESTIONS

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