

## **Ascent Media Group, Inc. Privacy and Online Data Collection Policy**

This Privacy Policy is Effective as of November 23, 2004

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### **1. Our Commitment to Privacy.**

Your privacy is important to Ascent Media Group, Inc., as is your trust in Ascent Media Group services. We want you to know that the information we collect will be treated with care. Ascent Media Group's Privacy Policy lets you know how we handle personally identifiable information you share with Ascent Media Group through "ascentmedia.com" and certain other Ascent Media Group web sites, such as "toddao.com", "soundelux.com" and "hollywoodedge.com"; at events; and on Business Reply Cards ("BRCs"). It also applies to personal information we obtain for marketing purposes from Ascent Media Group, our related and subsidiary companies. Some Ascent Media Group web sites have supplemental information on privacy, and others have their own privacy policies, which may be accessed at those web sites.

The information you share with us may be used by Ascent Media Group, our parent company, Liberty Media, our sibling companies, our subsidiary companies and our licensees (collectively, "Ascent Media"). We will not share your personal information with third parties for their independent use without your permission. To better protect your privacy we provide this notice explaining our online information practices and the choices you can make about the way your information is collected and used. To make this notice easy to find, we make it available on our homepage and at every point where personally identifiable information may be requested.

Ascent Media Group's operating companies in England are registered data controllers in accordance with the Data Protection Act 1998 and process data in accordance with the principles contained therein.

### **2. Scope.**

This Privacy Policy explains how we handle personally identifiable information you share with Ascent Media in the United States, for example, through most Ascent Media web sites (see table below), at events and on BRCs. It also applies to personal information Ascent Media obtains for marketing purposes from its parent and sibling companies and licensees.

#### **Web sites covered by this Privacy Policy:**

**www.ascentmedia.com**  
**www.popsound.com**  
**www.ascentmedia.co.uk**  
**www.rentvri.com**  
**www.audiodish.com**  
**www.rioting.com**  
**www.afassoc.com**  
**www.rushes.co.uk**  
**www.blinkdigital.com**  
**www.rushes.com.mx**  
**www.company3.com**  
**www.saintannespost.co.uk**  
**www.digitalsymphony.net**  
**www.sohoimages.com**  
**www.encorehollywood.com**  
**www.soundelux.co.uk**  
**www.filmcore.com**  
**www.soundelux.com**

[www.filmcore.net](http://www.filmcore.net)  
[www.soundluxdmg.com](http://www.soundluxdmg.com)  
[www.hollywoodedge.com](http://www.hollywoodedge.com)  
[www.soundluxmics.com](http://www.soundluxmics.com)  
[www.level3post.com](http://www.level3post.com)  
[www.soundone.com](http://www.soundone.com)  
[www.methodstudios.com](http://www.methodstudios.com)  
[www.streamdm.com](http://www.streamdm.com)  
[www.modernmx.com](http://www.modernmx.com)  
[www.toddao.com](http://www.toddao.com)  
[www.onepost.tv](http://www.onepost.tv)  
[www.visiontext.co.uk](http://www.visiontext.co.uk)

### **3. Personal Information Collection.**

You may use Ascent Media's web sites to learn about our products and services without disclosing any personal information. There may be times when we ask you to provide us with personal information. For example, providing us with personal information may be necessary to access certain customized features or obtain further information about our goods and services. Ascent Media web sites may ask for contact information such as your name, address, email address, telephone number, and, only in cases where a purchase is involved, such as on The Hollywood Edge web site, "hollywoodedge.com", your credit/debit card information. We may also obtain information that you submit about other people. For example, if you order a sound library at "hollywoodedge.com" and you want it sent to someone else, you will need to submit the recipient's name and address.

### **4. Uses of Information.**

We may use information in the following ways:

- For the purposes for which you specifically provided the information, such as sending you or another person demo reels, brochures and other information about our services.
- To send you e-mail notifications or otherwise contact you about our new or existing products and services, special offers.
- To enhance existing features or assist us in developing new features, products and services.
- To provide our related companies, including our parent company and subsidiaries, with information about our user base and web site usage patterns.
- To allow us to personalize the content that you and others see based on personal characteristics or preferences.

We may share personal information about you within Ascent Media, with our parent and sibling companies, and with our licensees. Ascent Media may also share personal information we collect (such as name, mailing address and email address) with our suppliers for the exclusive purpose of providing services for us (for example, mailing information in response to your request for information). Except for these purposes, Ascent Media will not share your personal information with other third parties for their independent use without your permission. We may also disclose your personal information as required by law, in conjunction with a government inquiry, or in litigation or dispute resolution.

We use the information you provide about yourself when placing an order (including your credit/debit card information) only to complete that order. We do not share this information with outside parties except to the extent necessary to complete that order.

We use the information you provide about someone else when placing an order only to ship the product and to confirm delivery. We do not share this information with outside parties except to the extent necessary to complete that order.

We use return email addresses to answer the email we receive. We do not share those addresses with outside parties.

Finally, we never use or share the personally identifiable information provided to us online in ways unrelated to the ones described above with a company that is not affiliated with us without also providing you an opportunity to "opt out" or otherwise prohibit such unrelated uses.

## **5. Cookies.**

We may use cookie technology and other tracking devices on our web sites. A cookie is a string of information that is sent by a web site and stored on your hard drive or temporarily in your computer's memory. When you arrive at one of our sites or take advantage of key features, we may pass cookies to your computer. Using cookies on our sites provides benefits to you, such as allowing you to maintain your account login information between visits, for example. The use of cookies also allows us to measure site activity to provide a better user experience. Cookies and other tracking devices may be used to tell us the time and length of your visit, the pages you look at on our site, the site you visited just before coming to ours, and the name of your Internet service provider.

You may elect to refuse cookies. Please refer to your Internet browser Help instructions to learn more about cookies and how to manage their use.

## **6. Outside Links.**

Our sites may contain links to third-party sites not controlled by Ascent Media or covered by this Privacy Policy. We recommend that you check the privacy statement of other sites you visit before providing any personal information.

## **7. Information Security.**

To prevent unauthorized access, maintain data accuracy, and ensure the correct use of information, we have put in place physical, electronic, and managerial procedures to safeguard and secure the information we collect online.

Ascent Media recognizes the importance of safeguarding consumer personal information in Ascent Media's possession from theft, inappropriate use or improper distribution. It should, however, be recognized that no company can perfectly protect personal information.

## **8. Privacy Inquiries.**

If you have any concerns or questions regarding Ascent Media's privacy practices or this Privacy Policy, you may contact us at [webinfo@ascentmedia.co.uk](mailto:webinfo@ascentmedia.co.uk).

## **9. Our Commitment to Children's Privacy.**

Protecting the privacy of the very young is especially important. For that reason, we never collect or maintain information at our web site from those we actually know are under 13, and no part of our web site is structured to attract anyone under 13.

## **10. How You Can Access or Correct Your Information.**

You can access your personally identifiable information that we collect online and maintain by emailing a request for the information to [webinfo@ascentmedia.co.uk](mailto:webinfo@ascentmedia.co.uk).

You can correct factual errors in your personally identifiable information by sending us a request that credibly shows error.

To protect your privacy and security, we will also take reasonable steps to verify your identity before granting access or making corrections.

## **11. Policy Modifications.**

We retain the right to change this Privacy Policy from time to time. We will post any changes here, so be sure to check back periodically. The date on which the policy was last updated will appear at the top of this Policy.