

# HUDSON HISTORICS LLC PRIVACY STATEMENT

*Updated 12/22/06*

HUDSON HISTORICS, LLC and its affiliate Finishline Graphics, Inc. (collectively referred to in this Privacy Statement as "we" or "HH") recognize the importance of protecting the privacy of all information provided by users of our web site(s), registrants for our events and all other customers of our products and services. We created this policy with a fundamental respect for our customers' right to privacy and to guide our relationships with our customers. This Privacy Statement discloses the privacy practices for all products and services owned by HH.

## **INFORMATION COLLECTION AND USE**

HH collects information from our customers. In this section of our Privacy Statement, we describe the type of information we collect and how we use it to provide better services to our customers.

### **Registration and Ordering**

When attending our race events and other in-person events, users must first register. During registration, users are required to give their contact information (such as name, e-mail address, mailing address and phone number). For internal purposes, we use this information to communicate with users and provide requested services, and, for our website visitors, to provide a more personalized experience on our sites. We also may collect information about a user's professional responsibilities (such as job title and purchasing responsibilities, company information and professional certification). We use such information to improve our service.

For our services that require payment (such as certain events and products), we also collect credit card information (such as account name, number and expiration date), which is used for our or our agent's billing purposes only, and is not otherwise shared.

### **Interactive Features**

At our site(s), we offer interactive and community features such as news and private logins. Note that all personal information sent via such features HH makes every attempt at keeping confidential.

### **Communications with Us**

We have features where our customers may need to contact us. Where such communications include requests for service, support or information, we will do our best to respond to the specific request. In addition, we may retain e-mails and other information sent to us for our internal administrative purposes, and to help us to serve customers better.

### **Cookies**

Our web site(s) use "cookies," a piece of data stored on the user's hard drive. This cookie(s) in no way contains information about the user. Cookies benefit the user by requiring login to gain access to specific areas of our web site(s). If users reject the cookies, they may be limited in the use of some areas of our web site(s).

In addition, some of our business affiliates use ads or promotions. In the course of serving our advertisements to you, a unique third-party cookie may be placed or recognized on your browser.

We do not disclose this information to third parties.

#### **WITH WHOM YOUR INFORMATION IS SHARED**

We do not share personally identifiable information with other companies and agree to keep the information secure and confidential. We will disclose information we maintain when required to do so by law. For example, in response to a court order or a subpoena or other legal obligation, in response to a law enforcement agency's request, or in special cases when we have reason to believe that disclosing this information is necessary to identify, contact or bring legal action against someone who may be causing injury to or interference with (either intentionally or unintentionally) our rights or property. Users should also be aware that courts of equity, such as U.S. Bankruptcy Courts, might have the authority under certain circumstances to permit personal information to be shared or transferred to third parties without permission. We may share aggregate information, which is not personally identifiable, with others.

#### **CORRECTION/UPDATING PERSONAL INFORMATION**

If information which you have submitted to us changes, or if you no longer desire our product(s)/service(s), we provide a way to correct or update your personal data: you may either contact HH for the applicable product or service.

#### **SECURITY**

We use reasonable precautions to protect information about our customers while it is stored on our servers. Sensitive information that is transmitted to us online (such as credit card number) is encrypted and is transmitted to us securely. In addition, access to all of our customers' information, not just the sensitive information mentioned above, is restricted. Only employees who need the information to perform a specific job (for example, a billing clerk or a customer service representative) are granted access to personally identifiable information. Finally, the servers on which we store personally identifiable information are kept in a secure environment.

#### **LINKS**

Our web sites contain links to other sites. HH is not responsible for the privacy practices or content of such other sites. We encourage our users, when they leave our site, to read the privacy statements of each web site to which we may link that may collect personally identifiable information.

#### **CHILDREN**

HH websites are not directed at individuals less than sixteen years of age.

#### **NOTIFICATION and CHANGES**

If we change our Privacy Statement, we will post those changes on this page so our users are aware of what information we collect, how we use it and under which circumstances, if any, we disclose it. Users should check this policy frequently to keep abreast of any changes.

For questions about this Privacy Statement, contact:

Legal Department - Privacy Officer

Hudson Historics, LLC

61 Water Street

Ossining, NY 10562

914-941-8559

For all other questions concerning the practices of this site or any dealings with Hudson Historics, LLC, or Finishline Graphics Inc., contact us at:

Gordon Eggleston

Hudson Historics, LLC

61 Water Street

Ossining, NY 10562

914-941-8559

[Gordon@hudsonhistorics.com](mailto:Gordon@hudsonhistorics.com)