



## RAMSrent™ Privacy Policy

### GENERAL MATTERS

#### Overview

At RAMSrent™. ("RAMSRENT™"), protecting our users' privacy and security is a top priority. For this reason, we have adopted the following policy to advise you of your choices regarding the use of your personal information online. This policy describes what types of information we gather about you, how we use it, under what circumstances we disclose it to third-parties, and your rights to update or correct it.

#### Scope of Policy

This Policy applies to RAMSRENT™. It does not apply to other companies' or organizations' web sites to which we link. You should carefully review the privacy policies of those web sites in order to determine how they treat your personal information.

### INFORMATION ABOUT YOU

#### Information Gathered From All Visitors

##### *Aggregate Data*

We gather certain generic information with respect to customers' use of our web site, such as the number of unique visitors, the frequency with which they visit, and the areas on the web site that they favor. These statistics are very much like television ratings that tell the networks how many people tuned in to a program. We only use this type of data in aggregate-that is, we look at the data on a collective basis, in summary form, rather than on an individual basis. This data helps us determine the extent to which our customers use certain parts of our web site, which, in turn, enables us to make it as appealing as possible. We may also provide statistical "ratings" about how our customers collectively use our web site to advertisers, sponsors, and other companies with which we do business ("Participating Corporations"). We do this so they, too, can understand how often people use their areas of the site in order for them to provide you with the best possible experience. These statistical ratings do not contain any personally identifiable information about you or any of our users.

##### *Cookies*

We use a technology nicknamed "cookies" on our web site. Cookies are pieces of information or data sent to your browser from a web server and stored on your computer's hard drive for record-keeping purposes. We use cookies to make your visit to our web site easier. For example, cookies allow us to recognize you when you re-enter our web site so that you will not have to sign-in each time you visit. Cookies also allow us to count the number of unique and return visitors who use our site. Most browsers are initially set up to accept cookies. If you prefer, you can reset your browser to notify you when you've received a cookie or, alternatively, to refuse to accept cookies. It is important to note that you may not be able to use certain features on our web site if you choose not to accept cookies. Cookies can also enable us to track and target the interests of our users to enhance their experience on our site.

##### *IP Addresses*

We collect and analyze traffic on our web site by keeping track of the IP addresses of our visitors. IP addresses are unique numeric identifiers that are assigned to each computer browser accessing the Internet. An IP address, by itself, cannot identify you personally. However, when combined with other information provided by your Internet Service Provider (ISP), your IP address can be used to identify the computer originating a message.

##### *Mandatory Communications*

RAMSRENT™ reserves the right to communicate with you from time to time about important administrative, policy, legal, credit card, and billing matters, which will affect your use of our web sites, including without limitation any alleged violations of our End-user License Agreement. These communications are mandatory.

### ***Information Gathered From Members***

If you elect to use RAMSrent™, you may be required to provide us with certain personal information, including your name, e-mail address, credit card number, expiration date, and billing address (this required information is subject to change from time to time). We do not save credit card or eCheck bank routing information. This is why you are required to enter credit card and eCheck routing information each time you make a payment.

### ***Disclosure Exceptions***

Notwithstanding the above policies, we reserve the right to disclose your personal information to appropriate third-parties if we are required to do so by law or we believe that such action is necessary:

- To comply with legal process such as a search warrant, subpoena or court order;
  - To protect the company's rights and property;
  - To investigate reports of users sending material using a false e-mail address or users sending harassing, threatening, or abusive messages;
  - To protect against misuse or unauthorized use of our web site and/or the Blue Mountain service;
- or
- During emergencies, such as when we believe someone's physical safety is at risk.

Your IP address can be accessed by greetings recipients in the header of the notification e-mail. Under certain circumstances, recipients, their legal representatives, and/or law enforcement authorities may be able to combine this with information disclosed by ISPs to determine the source of a particular communication. By using this service, you knowingly and voluntarily assume any risks associated with such disclosure.

### **YOUR CONTROL OVER YOUR PERSONAL INFORMATION**

#### **Opt-Out/Changing Your Status**

At any time, you can cancel your membership in RAMSrent™. Please refer to the End-User License Agreement for a complete description of your rights to utilize the SOFTWARE.

#### **Editing Your Profile**

If you are a registered member, you have the ability to review and correct your personally identifiable information at any time. Simply sign into the site and click the "My Profile" link. There, you can change your address information, e-mail type, sign-in, and e-mail permissions.

### **OTHER MATTERS**

#### **Protection For Children - COPPA Compliance**

We are committed to protecting the privacy and rights of children online. We believe that children should be able to use the Internet in a safe, productive, and efficient manner and should be afforded the highest protection available with respect to their personal information. To that end, we have made it our policy to not collect any individually identifiable information from users whom we know are under the age of 13. The Children's Online Privacy Protection Act ("COPPA") imposes certain requirements upon web sites and online services that are directed toward children. To learn more about COPPA, click here for the Federal Trade Commission COPPA Web Site.

#### **Sale of Assets**

In the event that RAMSRENT™ is ever sold, acquired, merged, liquidated, reorganized, or otherwise transferred, we reserve the right to transfer our user databases together with any personally identifiable information contained therein, to a third-party acquiring RAMSRENT™'s assets. In the event we do so, we will place a prominent notice of the sale on the homepage of our site, with links to information as to how you can change your privacy preferences.

#### **Data Security**

When you submit rent payments or access your payment information, we use an advanced encryption technology known as Secure Socket Layer (SSL) to protect the storage and transfer of your data from unauthorized parties. While on a secure page, such as our registration form, a lock or key icon appears on the bottom of your web browser.

In addition to our online security efforts, we take steps to protect your personal data offline, as well. All of your information, not just the sensitive information mentioned above, is restricted in our offices. Employees are granted access on a need-to-know basis (for example, our billing clerk or a customer service representative). Furthermore, ALL employees are kept up-to-date on our security and privacy practices. Finally, the servers on which we store personally identifiable information are kept in a secure environment, behind a locked cage.

#### **Changes to the Privacy Policy**

RAMSRENT™ will occasionally update this Privacy Policy in response to changing business circumstances and legal developments. When RAMSRENT™ posts changes to this Policy, you will see the word "updated" next to the Privacy Policy link on the front page of the RAMSrent™ Site. If there are material changes to this Policy or in how RAMSRENT™ uses your personally identifiable information, RAMSRENT™ will prominently post such changes prior to implementing the change. RAMSRENT™ encourages you to periodically review this Policy to be informed of how we are protecting your information.

**USE COMMON SENSE IN ALL YOUR ONLINE ACTIVITIES**

Even the best policy can't protect your online privacy and security in all circumstances. Unscrupulous advertisers, hackers, and scam artists are constantly searching the Internet looking for new targets. Your best protection is to understand the limits to privacy on the Internet and use common sense in all of your on-line activities.

Be aware that e-mail is an inherently insecure form of communication. Remember that third parties are sometimes able to illegally intercept your unencrypted messages. Anytime you visit a chat room or post a message to an on-line bulletin board, your e-mail address can be accessed by advertisers looking to compile lists for unsolicited commercial e-mail (also known as spam). Be sure that you only disclose your e-mail address in circumstances in which it is safe to do so.

Beware of scams in which persons unknown to you request your screen name, password, or credit card information. Make sure you verify the identity of anyone asking for personal information. Always monitor your children's on-line activities and educate them as to the rules for safe Internet use.

As always, if you have any technical questions, please feel free to contact us at RAMSRENT™ 1 - (850) 523-9626.