



Blue Spruce

Multimedia Company

Online Privacy Statement

Thank you for visiting a Blue Spruce Multimedia Company web site at bluesprucemultimedia.us, renarenaebartow.info, keywestalmanac.com, keynopoly.com, or blueridgehorizons.com (the "Web Site"). This Privacy Policy only applies to information collected online at the Web Site. This privacy policy describes the information that Blue Spruce Multimedia Company collects on its Web Site from visitors, as well as how that information is used.

Information Collected Online:

1. **Non-Personally Identifiable Information.** Blue Spruce Multimedia Company collects a variety of information from visitors to its Web Site. This data is not personally identifiable and is collected automatically via the use of cookies (see the Cookies section below) and other standard web technology. Automatically-collected information may include: the operating system on your computer, the type of web browser you are using, your IP address, and the links you followed to enter and leave the Web Site. Non-personally identifiable information is used to help Blue Spruce Multimedia Company improve its site by enabling us to discover and address the needs of our site visitors. This includes making our Web Site accessible to the wide variety of Web browsers and operating systems used to access the Web Site.

2. **Personally Identifiable Information.** Personally identifiable information is collected when visitors to the Web Site request information from Blue Spruce Multimedia Company.

Categories of personally identifiable information collected online include: name, address, phone number, email address, fax number, credit card information, recipient's name, address, phone number, and email address, account information, and any other information visitors to the Web Site choose to provide.

How We Use Information Collected Online:

Blue Spruce Multimedia Company uses non-personally identifiable information collected online to help us better design our Web Site so that it continues to meet visitor needs. Personally identifiable information collected through the site by means of visitor submission is used for the purpose of responding to said submission. This includes activities such as evaluating visitor applications and responding to requests for information about Blue Spruce Multimedia Company.

Blue Spruce Multimedia Company does not share personal information with third parties, apart from vendors who must utilize the information to perform necessary duties (e.g. credit card authorization). Blue Spruce Multimedia Company may disclose personally identifiable information based on a good-faith belief that such disclosure is necessary to conform to or comply with the law or that such disclosure is necessary to protect Web Site visitors or the general public.

Security of Information:

Financial transactions submitted through the Web Site are encrypted using the Secure Sockets Layer (SSL) protocol.

Cookies

Cookies are pieces of information stored by your web browser on behalf of a web site and returned to the Web Site on request. The Web Site may use cookies for two purposes: to carry data about a visitor's current session at the Web Site from one web page to the next, and to identify a visitor to the Web Site between visits. If visitors prefer not to receive cookies they can be turned off in the browser. The browser may also be configured to prompt the user before automatically accepting a new cookie. Some pages may not function properly if cookies are turned off. Unless otherwise notified on this Web Site, Blue Spruce Multimedia Company will not store data within cookies for any other purpose.

Linking

Within the Web Site there are links to non- Blue Spruce Multimedia Company web sites. When a visitor follows a link to a third-party web site, the visitor leaves Blue Spruce Multimedia Company's Web Site and will no longer be subject to our privacy policy. Blue Spruce Multimedia Company is not responsible for the privacy practices or the content of non- Blue Spruce Multimedia Company Web Sites, and such links are not intended to be an endorsement of those sites or their content.

International Visitors

If a user visits this Web Site from a location outside the United States, the Web Site connection will be routed through servers located in the United States. Any information provided by international visitors will be processed and maintained on our Web server and other systems located within the United States.

Policy Changes

The information contained in this policy explains the Internet privacy policy and practices that Blue Spruce Multimedia Company has adopted for its official Web pages. This privacy policy shall not be construed as a contractual promise. Blue Spruce Multimedia Company reserves the right to amend this policy at any time. Should there be a material change to our information collection and use practices, it will be applied only to information collected on from that point forward. In such an instance Blue Spruce Multimedia Company will update this Online Privacy Statement.

Questions/Contact Us

If you have questions about the Web Site, the collection of information that occurs on the Web Site, or its online privacy statement, please contact the Blue Spruce Multimedia Company Technology Help Desk by sending an email to info@bluesprucemultimedia.us.

Effective September 17, 2008.

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