

# Free-reading.net

## Privacy Policy

As of October 2007

Welcome to the “free-reading.net” website (the “Site”). The Site is owned and operated by Wireless Generation, Inc. located at 55 Washington Street, 9th Floor, Brooklyn, New York 11201 (“Free-Reading”) (“we” and “us”).

Your privacy is important to us. This privacy policy (the “Privacy Policy”) generally explains the type of information we collect through the Site and how we use that information. Please be advised that the practices described in this Privacy Policy apply only to information gathered through the Site and do not necessarily reflect our practices with respect to information gathered through other websites that we operate or through other off-line means.

**By visiting the Site, you are accepting the practices described in our Privacy Policy. If you do not agree to the terms of this Privacy Policy, please do not use the Site. We reserve the right to modify or amend the terms of our Privacy Policy from time to time without notice. Your continued use of the Site following the posting of changes to these terms will mean you accept those changes. If we intend to apply the modifications to this Privacy Policy retroactively, we will provide you with notice of the modifications.**

### Information Collection

At the Site, we offer you the opportunity to become a member of the Free-Reading community, upload content to the Site, download content from the Site, request information about our products, programs and services, and participate in dialogue with other members of the community. We will collect personally identifiable information from you when you register as a member of the Site or when you request information or assistance from us with respect to the Site. We may also collect the following types of personally identifiable information through the Site: your email address, user-specific information, what pages you access or visit and other information that you may knowingly submit, such as registration information or community postings.

We also may collect certain non-personally identifiable information when you visit many of our Web pages such as the type of browser you are using (e.g., Firefox or Internet Explorer), the type of operating system you are using, (e.g., Windows or Mac OS), the domain name of your Internet service provider (ISP) (e.g., America Online or Earthlink) and your computer’s IP address.

### How We Use the Information

We use this information to respond to your inquiries about our offerings, track your compliance with our rules and policies, and other questions or comments you submit to us. We also may use the personally identifiable information that we collect to offer you other products or services that we believe may be of interest to you, unless you opt-out as described below.

We occasionally have third party agents, subsidiaries, affiliates and partners that perform functions on our behalf, such as marketing, analytics, providing customer service, fraud protection, etc. These entities have access to your personal information needed to perform their functions and are contractually obligated to maintain the confidentiality and security of that personal information. They are restricted from using, selling, distributing or altering this data in any way other than to provide the requested services to the Site.

We may use the non-personally identifiable information that we collect to improve the design and content of our Site and to enable us to personalize your Internet experience. We also may use this information in the aggregate to analyze Site usage (including providing such information to third parties who may assist us with analyzing and improving the Site).

We do not normally use IP addresses to identify individual users, but may do so if we feel that there are or may be safety and/or security risks to use, the general public, or to you or other users. We may disclose personally identifiable information in response to legal process, for example, in response to a court order or a subpoena, in response to a law enforcement agency request or where we believe it is necessary to investigate, prevent, or take action regarding illegal activities, suspected fraud, situations involving potential threats to the physical safety of any person, violations of our Terms and Conditions of Use or as otherwise required by law. In addition, we may transfer information to a third party in the event of a sale, merger or other transfer of all or substantially all of our assets.

### **Cookies/Spyware**

We never use or install spyware on your computer, nor do we use spyware to retrieve information from your computer. Like many websites, we use “cookies”, which are files stored on your computer’s hard drive by your browser. Cookies help us to identify account holders and to optimize their viewing and experience while visiting the Site. Cookies also make it more convenient to visit because your login information is stored on your computer negating the need to re-enter it each time. Please bear this in mind if you are using a public computer. You may occasionally get cookies from websites that may be linked to the Site. We do not control these cookies, and these cookies are not subject to our cookie policy.

### **Collection of Information from Children**

The Site is designed for use by teachers and other educators. They are not intentionally targeted or directed at children under the age of 13. We do not offer our services on the Site directly to anyone who we know to be under the age of 13, nor do we collect any personal information from anyone who we know to be under the age of 13. If you are under the age of 13, you should use the Site only with the involvement of a parent or guardian and should not submit any personal information to us. Children under the age of 13 should not use the Site without obtaining prior parental consent.

### **Choices / Opt-Out**

As noted above, we may contact you to provide you with opportunities to purchase products or services that may be of interest to you. If you prefer not to receive marketing information from this Site or that we not share your information with any third party, just let us know by sending us an email at [privacy@free-reading.net](mailto:privacy@free-reading.net).

### **Collection of Information by Others**

The Site contains links to third-party websites (e.g., to our publishing partners' websites) whose information practices may be different than ours. This Privacy Policy does not apply to websites of any other company or organization linked to the Site. You should consult the other websites' privacy notices, as we have no control over information that is submitted to, or collected by, these third parties.

### **Security**

We have used reasonable efforts to put in place appropriate physical, electronic, and managerial procedures that will help prevent unauthorized access, maintain data security, and correctly use the information we collect online. Please understand, however, that while we try our best to safeguard your personal information, no network, system, transmission of data over the Internet or any other public network can be guaranteed to be 100% secure.

### **Public Areas, Chat Rooms and Wikis**

Please remember that any information you share in public areas, such as community areas, wikis, or feedback sections, becomes public, and therefore this Privacy Policy does not apply to any information you choose to make public or to anyone who collects information that you have made public. Please be careful about what you disclose and do not post any personal information that you expect to keep private.

### **Your California Privacy Rights**

California Civil Code Section 1798.83 permits customers of us who are California residents to request certain information regarding its disclosure of personal information to third parties for their direct marketing purposes. To make such a request, please send an e-mail to [privacy@free-reading.net](mailto:privacy@free-reading.net).

### **Contact Us**

If you have any questions or concerns about our privacy notice or its implementation you may contact us at [privacy@freereading.net](mailto:privacy@freereading.net) or contact us via postal mail at the following address:

Wireless Generation, Inc.  
55 Washington Street, Suite 900  
Brooklyn, NY 11201-1071  
Attention: Anna Beard