PRIVACY POLICY

Introduction

The Brooklyn Company

All references to 'our', 'us', 'we' or 'company' within this policy and within the opt-in notice are deemed to refer to The Brooklyn Company, its subsidiaries, affiliates, parent companies and any of their related businesses.

We endeavor to protect your personal privacy. We provide this privacy statement to help you to understand what we may do with any information that we obtain from you. By providing your personal details to us, you signify your acceptance of our Privacy Statement. If you do not agree to this statement, please do not provide your personal details to us. This privacy statement is incorporated into, and part of, the Terms and Conditions, which govern your use of the site in general. We will use your information for the purposes set out below. You will have an opportunity to unsubscribe whenever we communicate with you. To unsubscribe from Fangoria communications send an email to info@fangoria.com.

We may need to update this privacy statement from time to time. We recommend that you regularly check this page to ensure that you have read the most recent version.

Collecting Personal Information

You can decide what personal information you provide to us. We will only collect personal information that you choose to provide. Where possible, we will enable you to select how we will use this information (for example, by choosing to opt-in or opt-out of receiving special promotional offers).

You may choose to provide us with personal information if, for example, you: contact us with an enquiry; register on the site, fill out a survey or other form with your personal information included; request us to provide you with information; enter a competition; post information to public areas of the site or take advantage of a promotion.

You have the opportunity to choose not to opt-in receive communications from us at any point where we request information about you.

By providing any personal information to us, you fully understand and clearly consent to the

transfer of such personal information to, and the collection and processing of such information in, other countries or territories. Any such transfer and processing by us will be in accordance with this privacy statement.

Third parties (including but not limited to software providers, advertisers and ad placement agencies) may also use tracking technologies by or through the site. We have no responsibility or liability for any tracking, data collection or other activities of such third parties.

Use of Cookies

We do not connect the information collected through cookies with other information that is personally identifiable, unless required or permitted to do so by law or to enforce the Terms & Conditions.

In common with many websites, we use "cookies" to help us gather the following information from visitors to our site

E.g.

- the IP address from which you access the site
- the type of browser and operating system used to access the site
- the date and time of your access to the site
- the pages you visit
- the internet address of the website from which you accessed the site

A cookie is a small data file that our server sends to your browser when you visit the site. The use of cookies helps us to assist your use of certain aspects of the site. You can delete cookies at any time or you can set yo

ur browser to reject or disable cookies. If you do disable cookies some functions on the site may not work correctly.

You can obtain information about how to manage cookies at www.allaboutcookies.org.

We use information from cookies, for example, to learn about the number of visitors to our site and the type of technology that our visitors use. Cookies help us to monitor what sort of content is popular and to assess visitors browsing habits. When a user revisits the site, we may recognize the user by the cookie and customize the userÕs experience accordingly. We can use this information to continually improve the content and usability of the site.

We may compile and report to third parties (such as advertisers) aggregate statistics about our users in terms of numbers, traffic patterns and related site information. **Use of Information**

We will use information collected from you in the following ways:

Marketing purposes. We may use information for internal marketing analysis, for example, to assess trends amongst our consumers or to measure the amount of traffic to our websites. We may also use your personal information in order to communicate with you about our products and services and those of our subsidiaries, affiliates, and parent companies and any of their related businesses. However, you will be able to choose whether or not to receive such communications when you first provide personal information to us. We may also share non-personal information with others, such as advertisers, in aggregate anonymous form, which means that the information will not contain any personally identifiable information about you.

Transactional purposes. We may use your personal information in order to respond to your queries and requests and to manage transactions such as credit card payments for any goods that you order from us or any of our agents, or for the fulfillment of such transactions (e.g. delivery). The personal information you provide may be used by an authorized vendor to fulfill that order.

Third party offers. We may arrange for carefully selected organizations to send you marketing and promotional information that may be of interest to you. In such circumstances your personal information may be disclosed to these organizations who will agree to be bound by the terms of this privacy statement. We will obtain your permission before we send you any such communications.

Public (or Interactive) Areas of the Site. Information that you post on or through the public areas of the site (e.g., chat rooms, bulletin boards and discussion groups) are generally accessible to, and may be collected and used by, others and may result in unsolicited messages or other contact from others. Users of the site are encouraged to exercise caution when providing personal information about themselves in public (or interactive) areas of this site.

Sale and Transfer. In the event of a sale, merger, consolidation, change in control, transfer of substantial assets, reorganization or liquidation, we may transfer, sell, or assign to third parties information concerning your relationship with us, including without limitation, personally identifiable information that you provide and other information concerning your relationship with us.

Administration and Data Management. We may transfer your personal information to third parties under confidentiality obligations when the performance of any service in relation to the activities above is sub-contracted (e.g. the administration of a marketing campaign).

Legal purposes. We may disclose your personal information if permitted by law or required to do so by law or where we believe such action is necessary in order to protect or defend our interests or the interests of our customers or users of our site.

Security

We take security seriously and we take precautions to keep your personal information secure. We have put in place appropriate physical, electronic and managerial procedures to safeguard the information we collect. However, due to the open communication nature of the Internet, we cannot guarantee that communications between you and us, or information stored on our servers, will be free from unauthorized access by third parties.

Access to your Information

At your request, where the law requires us to do so, we will confirm what personal information we hold about you, update your information, remove your information and/or correct any inaccuracies in such personal information if you contact us using the details provided above. We will make every effort to respond to your request in a timely manner.

Links. This site may contain links or references to other Web sites outside of our control. Please be aware that we have no control over these sites and our privacy statement does not apply to these sites. We encourage you to read the privacy statements and terms and conditions of linked or referenced sites you enter.

Behavioral Advertising

Opt-Out. Users may choose to opt out of behavioral targeting through the opt-out link located at http://www.networkadvertising.org/managing/opt_out.asp

Digital Advertising Alliance's (DAA) Self-Regulatory Program for Online Behavioral Advertising. The Brooklyn Company, Fangoria and its affiliated brand sites participate in the Digital Advertising Alliance's (DAA) Self-Regulatory Program for Online Behavioral Advertising within advertising units that link to http://www.aboutads.info/choices/.

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