

## **The Associated Press Privacy Policy**

The Associated Press and its affiliates (collectively, "AP") recognize the importance of protecting the privacy of personal information that may be provided to us by individual users or readers of AP content online. Accordingly, we have adopted a privacy policy to govern how we treat such information. This policy does not apply to information you may provide to us offline. AP may change this privacy policy from time to time, in its sole discretion, and any such changes will become effective when the AP posts the revised privacy policy online. Your continued use of this Web site indicates your consent to AP's privacy policy and the most current version then in effect.

### **WHAT INFORMATION DO WE COLLECT?**

AP may collect personally identifiable information when you specifically and knowingly provide it to us, such as when you provide your personal information such as your e-mail address, name, phone number or address.

AP uses services provided by MailChimp to collect personally identifiable information. Please refer to MailChimp's privacy policy at <http://www.mailchimp.com/page/privacy/> for further information concerning MailChimp's use of personally identifiable information. AP is not responsible for any actions or policies of MailChimp.

AP, or third parties on our behalf, may also collect non-personally identifiable information via the use of cookies or system attributes, such as location, local time, etc. Cookies are pieces of information that are transferred to an individual's hard drive for record-keeping purposes. Cookies and/or system attributes are used to assist you in using site information and content by saving your user preferences. Cookies and/or system attributes are also used to collect aggregate information about Web site users on an anonymous basis. AP has contractual relationships with third parties, including without limitation, advertisers and companies to place online advertisements that may place their own cookies on the Web sites displaying our content. In the course of serving these advertisements, such third parties may place or recognize a unique cookie of their own on your browser or may access system attributes, and they may or may not collect personally identifiable information. Such third parties' use of cookies will be guided by their individual privacy policy, which you should review. AP does not control such third party cookies and is not responsible for information gathered by such cookies.

AP uses services provided by the Associated Press News Registry ("APNR") to collect non-personally identifiable information. Please refer to APNR's privacy policy at <http://www.apnewsregistry.com/privacycenter/default.aspx> for further information concerning APNR's use of non-personally identifiable information.

AP also uses services provided by Google Analytics ("Google"), Clearspring Technologies, Inc. ("Clearspring"), Twitter ("Twitter"), YouTube, LLC ("YouTube"), Omniture ("Omniture"), and 24/7 Real Media, Inc. ("24/7") to collect non-personally identifiable information. Please refer to Google's privacy policy at <http://www.googleanalyticssupport.com/privacy-policy/default.html>, Clearspring's privacy policy at <http://www.clearspring.com/legal/privacy>, Twitter's privacy policy at <https://twitter.com/privacy>, YouTube's privacy policy at <http://www.youtube-nocookie.com/t/privacy>, Omniture's privacy policy at <http://www.omniture.com/en/privacy/product>, and 24/7's privacy policy at <http://www.247realmedia.com/EN-US/privacy-policy.html> for further information concerning each entity's use of non-personally identifiable information. AP is not responsible for any actions or policies of Google, Clearspring, Twitter, YouTube, Omniture, and/or 24/7.

### **WHAT DOES THE ASSOCIATED PRESS DO WITH THE INFORMATION THAT WE COLLECT?**

AP will use the personally identifiable information directly submitted by you solely for the purpose for which you have provided it, whether it be to subscribe to a service, request information, order a reprint of an article or photograph, etc. We may also use the information you provide to us to contact you for

reasons related to your original communication to us. Additionally, we may periodically send you promotional e-mail about existing or prospective products and services offered by The Associated Press and its advertisers, as well as to obtain information to better understand our users. We may also use information you provide to serve your advertisements, and, if you have given your consent for us to do so, to send you e-mails concerning offers from our partners and other third parties that we think may be of interest to you. We may disclose all of the information we collect about you to our affiliates who offer related goods and services, and to nonaffiliated third parties that perform services on our behalf, including marketing services.

With regard to non-personally identifiable information, AP is currently using and has contracted with third party vendors to track and analyze usage and volume statistical information from our users to administer our content in order to improve our services. We may also perform statistical analysis of user behavior in order to measure interest in our online products and services for product development purposes and to inform advertisers as to how many consumers have seen or clicked their advertisement. We also use demographic and preference information to allow advertisements on our sites to be targeted to the users for whom they are most pertinent, so users see advertising that is most likely to interest them, and advertisers send their messages to people who are most likely to be receptive. This information may also be used as part of our demographic research. In this event, the research is compiled and analyzed on an aggregated basis. The Associated Press reserves the right and may grant to third parties such right to publish non-personally identifiable, aggregate information regarding our users for promotional purposes and as a representative audience for advertisers.

AP will not disclose any personally identifiable information about our current or former users to anyone, except as permitted or required by law, or as described herein. AP will endeavor to maintain physical, electronic, and procedural safeguards to protect the confidentiality of the information that we collect online.

#### WITH WHOM DOES THE ASSOCIATED PRESS SHARE THE INFORMATION THAT IT COLLECTS?

As a general rule, AP will not disclose any of your personally identifiable information except under one of the following circumstances: we have your permission; we believe, in good faith, that such information is legally required to be revealed by any relevant statute, regulation, ordinance, rule, administrative or court order, decree, or subpoena; such information is revealed during the course of AP's enforcement of the policies and procedures of the website; we determine that such information must be disclosed to correct what we believe to be false or misleading information or to address activities that we believe to be manipulative, deceptive, or otherwise a violation of law; when you are otherwise notified at the time we collect the data; when we need to share your information to provide the product or service you have requested; when such information is disclosed to an affiliate of AP or when such disclosure is made subject to confidentiality restrictions in connection with a sale, merger, transfer, exchange, or other disposition (whether of assets, stock, or otherwise) of all or a portion of the business conducted by the web sites to which the AP privacy policy applies. AP may share the non-personally identifiable information that AP gathers, in aggregate form only, with advertisers and other partners.

#### THIRD PARTY ADVERTISING

The Associated Press uses third-party advertising companies to serve ads when you visit some sections of our Web site. These companies may use information (not including your name, address, e-mail address, or telephone number) about your visits to this and other Web sites in order to provide advertisements about goods and services of interest to you. If you would like more information about this practice and to know your choices about not having this information used by these companies, go to [http://www.networkadvertising.org/managing/opt\\_out.asp](http://www.networkadvertising.org/managing/opt_out.asp).

#### CHILDREN'S POLICY

AP does not knowingly collect personally identifiable information from children under 13. In the event that we learn that we have collected any personal information from a child under the age of 13 without verification of parental consent, we will delete that information from our database.

#### INTERNATIONAL USAGE

If you are located outside of the United States, please note that the information you provide to us will be transferred to the United States. By using this web site, you consent to this transfer.

#### HOW DOES A USER CHANGE OR UPDATE THEIR INFORMATION?

If you have any questions or concerns about the AP privacy policy or would like the personally identifiable information that you have provided to AP removed from our files, please contact AP at:

[apdigitalsupport@ap.org](mailto:apdigitalsupport@ap.org).