

Tru Measure Privacy Policy

June 23, 2010

Tru™ Measure Services

Your privacy is important to Tru Measure. We are committed to the responsible use of your personal information. The following is intended to explain the relationship between Tru Measure and the site that you may have visited that employs the Tru Measure services. We also want to advise you of the limited ways that we may use information provided as the result of your visit to that site.

Tru Measure Services

Tru Measure provides services that measure the effectiveness of an advertising campaign. For more information, you can visit our site, www.TruMeasure.com. As part of those services, we provide unique advertising effectiveness tools to the advertiser through our third party affiliations, so that the advertiser may assess the effectiveness that third party's marketing services.

There are several ways in which you, the consumer, interact with The Tru Measure services. For example, you may be reading an article on your favorite newspaper site and click on an advertisement. Tru Measure may have provided the click thru URL that is part of the advertisement. Once you click on the advertisement, this may be what occurs:

1. You might be directed to a landing page hosted by one of our third party affiliates, whom are have a relationship with the advertiser to provide marketing or advertising services. Generally, the phone numbers on the landing pages are phone numbers that we have provisioned, but it still connects the consumer directly to the advertiser. Similarly, if the landing page has an email form, that email is routed to the advertiser through our servers. This is done as part of our service so the advertiser and third party affiliate know how many phone calls, emails, and site visits the advertiser is receiving as a result of the marketing services provided by the third party affiliate.
2. You may be visiting a version of the advertiser's site that is routed through our servers. For purposes of this policy, we will refer to that version of the advertiser's site as the *TRU site*. If you look at the URL string in your browser address bar, you may see a URL that differs from the advertiser's URL. That URL is our unique tracking URL, we call a TRU URL. With the advertiser's consent, we replace certain text on their site for purposes of capturing the effectiveness of that original advertisement. We may have replaced the phone number with a phone number supplied by Tru Measure or our third party affiliate that routes any phone calls to the advertiser but records which advertisement generated the phone call. We may have replaced email links with web-based email forms. We may have adding tracking pixels to the TRU site so the advertiser or the third party may use this information to better optimize their marketing campaign.

Privacy Ramifications

We limit the collection of Personal Information in the services we provide through our TRU sites and TRU URLs.

- **Emails:** If you email the advertiser by clicking on a mailto: link from a TRU site, Tru Measure may collect Personal Information from that email. This includes, but is not limited to, your name, email address, and phone number. We capture this information on behalf of the advertiser and third party marketing services provider.
- **Telephone calls:** If you place a call to a number you find on a TRU site, we may collect Personal Information from you including your name and telephone conversation through remote call forwarding technology. We record telephone conversations to track the effectiveness of the advertising campaign that originally brought you to the TRU site. We do not record telephone calls for purposes of capturing your Personal Information. If we record a telephone call, we will notify you before the conversations begins.
- **Tracking technologies:** We may record information such as Internet protocol (IP) addresses, browser software and operating system types, and dates and times that the web sites are accessed. It is not our practice to link the information we record using tracking technologies to any Personal Information you submit while on a TRU site. The sole purpose of collecting tracking data is to determine the effectiveness of an advertising campaign.

Use of Your Personal Information

If you provide us with Personal Information, we may retain the information as part of our services. We also may use Personal Information to ensure compliance with our policies and applicable law. Tru Measure will not sell or share your Personal Information with any unaffiliated third parties for marketing purposes.

With Whom We May Share Your Personal Information

We may sometimes use other businesses to perform certain services for us such as processing inquiries, providing technical assistance, and data analysis. We may provide Personal Information to those businesses when that information is necessary for them to complete a requested transaction or otherwise perform their duties. Tru Measure will take reasonable steps to ensure that these third party service providers are obligated to protect Personal Information on behalf of Tru Measure. Except as described in this Notice, we will not share the content of the emails or the phone conversations with anyone other than the advertiser and our third party affiliates.

We reserve the right to disclose Personal Information in special cases when we have reason to believe that disclosing this information is necessary to identify, contact, or bring legal action against someone who may be causing injury to or interference with (either intentionally or unintentionally) our rights or property, other visitors, or anyone else that could be harmed by such activities. We also reserve the right to disclose visitor information when we believe in good faith that the law requires it.

Changes to Our Notice of Marketing Practices

Use of this data may change from time to time. We will notify you of any material changes by changing the "Last Modified" date at the top of this Notice.

The Tru Measure Corporate Privacy Policy

Tru Measure has established a Privacy Policy for its corporate site at www.TruMeasure.com to let you know what information we may collect from you on the publicly available portion of TruMeasure.com and how we may use or share that information. If you share information with Tru Measure through that site, the Corporate Site Privacy Policy will apply to that information.

If you have any comments or questions regarding our Notice, please contact us at inquiry@trumeasure.com.

TruMeasure.com Privacy Policy

Tru Measure is committed to respecting your online privacy and recognizes your need for appropriate protection and management of any personally identifiable information you share with us. Tru Measure has established this Privacy Policy to let you know what information we may collect from you on the publicly available portion of Tru Measure.com and how we may use and share that information.

Please take a moment to review the terms of our Privacy Policy. By using Tru Measure.com, you agree to accept the terms of our Privacy Policy. If you do not agree to the terms of this Privacy Policy, please do not use the site. This Privacy Policy applies only to information that we collect on the TruMeasure.com and does not apply to information that we may collect by other means or through other websites.

Personal Information

Personal Information means any information that may be used to identify an individual, including, but not limited to, a first and last name, a home, business, or other physical address, a phone number, and an email address. In general, we only collect Personal Information from TruMeasure.com users in connection with inquiries about our services through the “Contact” page.

How We May Use Your Information

If you provide us with Personal Information, we may retain and use that information for several purposes, including facilitating your inquiry or request. For example, we may use your Personal Information in order to respond to your questions or requests for information about Tru Measure. We may also use Personal Information to ensure compliance with our policies and applicable law. We reserve the right to send you certain communications relating to Tru Measure or the services provided by Tru Measure, such as service announcements or similar administrative or transactional messages, without offering you the opportunity to opt-out of receiving them.

With Whom We May Share Your Information

We may sometimes use other businesses to perform certain services for us, such as maintaining our website and our e-mail services and processing inquiries. We may provide Personal Information to those businesses when that information is necessary for them to complete a requested transaction or otherwise perform their duties. Tru Measure will take reasonable steps to ensure that these third-party service providers are obligated to protect Personal Information on behalf of the Tru Measure. Tru Measure will not sell or share your Personal Information with any unaffiliated third parties for marketing purposes. In the event that Tru Measure or all of its assets are acquired, customer information would be one of the transferred assets.

We reserve the right to disclose visitor information in special cases when we have reason to believe that disclosing this information is necessary to identify, contact, or bring legal action against someone who may be causing injury to or interference with (either intentionally or unintentionally) our rights or property, other visitors, or anyone else that could be harmed by such activities. We also reserve the right to disclose visitor information when we believe in good faith that the law requires it.

Aggregate Information

From time to time, we may collect general, non-personal, statistical information about the use of the TruMeasure.com website, such as how many visitors visit a specific page, how long they stay on that page and which hyperlinks, if any, they “click” on. We collect this information in order to determine which areas of the site are most popular and to enhance the site for visitors. We may group this information into aggregate visitor data in order to describe the use of the site to our existing or potential business partners, sponsors, advertisers, or other third parties, or in response to a government request. However, please be assured that this aggregate data will in no way personally identify you or any other visitors to the site.

Use of Tracking Technologies

Tracking technologies may record information such as Internet domain and host names, Internet protocol (IP) addresses, browser software and operating system types, and dates and times that our site is accessed. It is not our practice to link the information we record using tracking technologies to any Personal Information you submit while on the site. However, we reserve the right to use IP addresses and other tracking technologies to identify a visitor only when we feel it is necessary to enforce compliance with the Tru Measure policies, to protect the site, our customers, or others, or when we believe in good faith that the law requires it.

Security

The security of your Personal Information is important to us. We take appropriate security measures to protect against unauthorized access to or unauthorized alteration, disclosure or destruction of data. These include internal reviews of our data collection, storage and processing practices and security measures, as well as physical security measures to guard against unauthorized access to systems where we store personal data. We restrict access to personal information to Tru Measure employees, contractors and agents who need to know that information in order to operate, develop or improve our services. These individuals are bound by confidentiality obligations and may be subject to discipline, including termination and criminal prosecution, if they fail to meet these obligations.

Children’s Privacy

TruMeasure.com is not intended for use by children under 13. We do not knowingly collect Personal Information from anyone under 13 years of age. If we become aware that we have unknowingly collected Personal Information from a child under the age of 13, we will make commercially reasonable efforts to delete such information from our database.

Changes to Our Privacy Policy

The terms of this Privacy Policy may change from time to time. We will notify you of any material changes to this Privacy Policy by posting a notice on the homepage of the Site for a reasonable period of time after such changes are made that this Privacy Policy has been updated and by changing the “Last Modified” date at the top of this Privacy Policy. We encourage you to check this page periodically for any changes. Your continued use of TruMeasure.com following the posting of changes to these terms will mean you accept those changes.

Governing Law

Tru Measure makes no representation that this Privacy Policy and such practices comply with the laws of any other country. Visitors who use TruMeasure.com and reside outside the United States do so on their own initiative and are responsible for compliance with local laws, if and to the extent local laws are applicable. If you reside outside of the United States, by using TruMeasure.com, you consent to the transfer and use of your information outside your country.

Contacting Us

If you have any comments or questions regarding our Privacy Policy, please contact us at inquiry@trumeasure.com.