



## **Public Safety Online Privacy Policy**

Public Safety Online, LLC, a California limited liability company ("PSO") provides an internet based service that allows a person to create (for the individual or an entity he or she is authorized to represent) a unique profile online in order to provide public safety personnel (law enforcement, fire department, local government officials and others) pertinent information for response to various circumstances and emergency situations. The service is operated by PSO. By using the PSO Website (the "Website") you agree to be bound by this Privacy Policy and the Terms of Use for the Website, whether or not you use any of the services provided via the Website.

### **PSO Privacy Policy**

We value the trust you place in PSO. We want to ensure that you understand what information we gather about you, how we use it, and the safeguards we have in place in order to protect it. If you have additional questions or would like further information on this topic, please feel free to write to our Webmaster at [info@1020.info](mailto:info@1020.info). PSO may update this policy from time to time. Please check our policy periodically for changes.

### **What type of information does PSO collect?**

If you create a personal profile on the Website, you will be able to enter certain types of information about you and your place of residence (e.g., your name, address, telephone numbers and other information regarding your place of residence). If you are an authorized representative of an entity (e.g., a business, a school or some other form of entity) and create a profile for that entity on the Website, you will be able to enter certain types of information about that entity (e.g., its address, telephone numbers and other information regarding the location(s) where such entity is operated). The purpose of such profiles is to provide public safety personnel (law enforcement agencies, fire departments, local government officials and others) pertinent information to use when responding or preparing to respond to various circumstances and emergency situations. PSO does not provide information in any user's profile to any parties other than law enforcement agencies, fire departments, local governmental offices or agencies, or other persons or entities who have a legitimate use for such information in connection with responding or preparing to respond to natural disasters, fires, crimes, emergencies or other situations in which the use of such information could improve the timeliness or effectiveness of the response. PSO also gathers user information needed to provide superior service and to administer our business. In order to best serve you, we may gather information from you in a few instances. When you visit the Website, we may collect non-personally identifiable information from you. Through the use of computer "cookies" we may collect data, such as your IP address, browser type, domain name, and specific PSO web pages through which you click. This data may be collected automatically and utilized in aggregate to help us look for trends so that we can

improve our Website and your experience on our Website. Additional information regarding computer cookies and how to disable them is described below.

### **What information do we share and with whom?**

PSO does not rent or sell user information to outside marketers. As mentioned above, however, information you provide in connection with creating a profile for a personal residence or place of business will be made available to law enforcement agencies, fire departments, local governmental offices and agencies, and other persons and entities who have a legitimate use for such information in connection with responding or preparing to respond emergencies and other situations (such agencies, departments, offices, individual and entities are referred to collectively as "First Responders"). PSO does not control how First Responders may access or use information in any profile you create on the Website. PSO cannot and does not provide any assurances that any information shared with First Responders will not be improperly used or disclosed by any First Responder. In certain circumstances, PSO may share your user information with trusted service providers that need access to your information to provide operational or other support services. To ensure the confidentiality and security of your information, service providers must agree to safeguard your information in strict compliance with our policy. We also may provide information to regulatory authorities and law enforcement officials in accordance with applicable law or when we otherwise believe in good faith that the law requires it. In the event of a sale of all or part of our business, we may share user information related to that business as part of the transaction.

### **Does PSO use cookies?**

"Cookies" are small pieces of information that are stored by the browser on your hard drive. PSO may store some information on the computer of anyone visiting or using the Website in the form of a cookie or similar file. The cookies that are configured by us do not contain any personally identifying information, such as your name, or sensitive information, such as your credit card number. The cookies allow us to recognize you when you return to our site and to provide you with a customized experience that we feel will be of value to you. For example, these files allow us to tailor your experienced on our website to reflect your expressed interests and preferences.

### **Can I disable these cookies?**

Most web browsers allow you to exercise control over cookie files on your computer by erasing them, blocking them, or notifying you when such a file is stored. Please take a look at your particular browser for instructions on this function. If you do elect to disable the PSO cookies, please note that you may not be able to take full advantage of a personalized experience at the PSO website.

### **Will I receive notice of changes to the Privacy Policy?**

As mentioned above, this policy is subject to change and the changes will become effective immediately. If there are material changes to this policy, we will provide notice

of the changes by posting the amended policy on [www.1020.info](http://www.1020.info) and by revising the effective date of the Privacy Policy appearing at the bottom of the page.

### **California Privacy Rights**

If you are a California resident and use a website provided by PSO, you have the right to request information from PSO regarding the manner, if any, in which PSO shares certain categories of your personal information with third parties for the third parties' direct marketing purposes. California law provides that you have the right to submit a request to PSO at its designated address and receive the following information: 1) the categories of information, if any, PSO disclosed to third parties for the third parties' direct marketing purposes during the preceding calendar year; 2) the names and addresses of third parties, if any, that received such information; and 3) if the nature of a third party's business cannot be reasonably determined from the third party's name, examples of the products or services marketed. You are entitled to receive a copy of this information in a standardized format and the information will not be specific to you individually. PSO's designated email address for such requests is [info@1020.info](mailto:info@1020.info).  
Effective Date: October 26, 2009