

Privacy Policy

Last Revised **December 23, 2010**

Kids and parents, see section VI. below.

This website, <http://www.newyorkeropinionleaders.com> ("Website"), is administered for Conde Nast ("Sponsor") by Vision Critical Communications Inc. ("Service Provider"). Sponsor and Service Provider shall be referred to collectively as "we", "us" and "our".

The following Privacy Policy summarizes the various ways that we treat the information provided via the Website by all those who access the Website, including without limitation persons and representatives of entities, whether such representatives are persons, entities, or digital engines of any kind that crawl, index, scrape, copy, store or transmit digital content (collectively, "you" or "your").

Please read this Privacy Policy carefully. You can access the Privacy Policy any time at

https://www.newyorkeropinionleaders.com/mediaserver/3/documents/NewYorkerOpinionLeaders_PrivacyPolicy.pdf . **Your use of and/or registration on any aspect of the Website will constitute your agreement to this Privacy Policy.** If you cannot agree with the terms and conditions of this Privacy Policy, please do not use the Website. This Privacy Policy does not cover information collected elsewhere, including without limitation offline and on sites linked to from the Website.

In addition to reviewing this Privacy Policy, please read the Website's [User Agreement](#). Your use of the Website constitutes agreement to its terms and conditions as well.

Certain features, functionality, content and/or materials offered on or through the Website may be hosted, administered, run or otherwise participated in by third party service providers which may require that you agree to their additional terms, conditions, contracts, agreements and/or rules. Your compliance with any such additional terms, conditions, contracts, agreements and/or rules is solely your responsibility and will have no effect on your continuing obligation to comply with this Privacy Policy and the Website's User Agreement when using the Website. We specifically disclaim any and all liability in connection with the acts or omissions of such third party service providers.

This Privacy Policy may be modified from time to time; the date of the most recent revisions will appear on this page, so check back often. Continued access of the Website by you will constitute your acceptance of any changes or revisions to the Privacy Policy.

I. THE TYPE OF INFORMATION THE WEBSITE COLLECTS

The Website generally collects personally identifying information with your specific knowledge and consent. For instance, when you enter a sweepstakes or contest, complete a survey, or register for any services, you are asked to provide information such as your e-mail address, name or phone number. Other information such as your age or gender may also be requested.

Our servers may also automatically collect information about your computer when you visit the Website, including without limitation the type of browser software you use, the operating system you are running, the website that referred you, and your Internet Protocol ("IP") address. Your IP address is usually associated with the place from which you enter the Internet, like your Internet Service Provider, your company or your university. In addition, your location may be collected and stored via the functionality of your mobile or other device and, if so, we may store and have access to such information.

II. HOW THE WEBSITE USES INFORMATION PROVIDED BY YOU

We use personally identifying information you supply through the Website to provide you with the service you have requested. For example, if you indicate that you would like to be notified of new surveys, we may use your e-mail address to send you an invitation to the survey. Similarly, if you enter an online sweepstakes, we may use this information to notify you if you are a winner. Sponsor may also use the information to communicate with you about new features, products or services, and/or to improve the services offered by tailoring them to your needs. Certain communications from us, such as administrative messages, are considered part of the Website membership, and you will not be able to opt out of receiving them without ceasing to be a member of the Website.

Unless otherwise specified on the Website, we may share personally identifying information with our affiliates and with carefully selected companies as a part of providing a service to you.

In addition, Sponsor may sell or share any information about you and your computer, including without limitation personally identifying information, with its affiliates and with carefully selected companies who Sponsor thinks offer services and/or products that may be of interest to you. If you do not wish to have your personally identifying information shared by Sponsor for this purpose, contact Sponsor's Privacy Policy Coordinator as described at the end of this document. If you do not wish to receive future commercial communications from Sponsor by e-mail, simply follow the unsubscribe instructions contained within the e-mail. If you've registered on any part of the Website, please use the mechanism or information on the Website that allows you to change or update your member preferences or information, if available, to keep all such data accurate and up-to-date.

We may also allow access to our database by third parties that provide us with services, such as technical maintenance or market research, but only for the

purpose of and to the extent necessary to provide those services. And if you are the winner of a sweepstakes or contest on the Website, we may forward your information to third parties for services such as prize fulfillment. There are also times when you provide information about yourself to us in areas of the Website that may be managed or participated in by third parties, such as forums or discussion boards. In such cases, the information may be used by us as described herein and by such third party(ies) pursuant to its own policies. We may also provide your information to our advertisers, so that they can serve ads to you that meet your needs or match your interests. While we may seek to require such third parties to follow appropriate privacy policies and will not authorize them to use this information except for the express purpose for which it is provided, we do not bear any responsibility for any actions or policies of third parties.

We may also provide access to our database in order to cooperate with official investigations or legal proceedings initiated by governmental and/or law enforcement officials, as well as private parties, including, for example, in response to subpoenas, search warrants, court orders, or other legal process.

In addition, we reserve the right to use the information we collect about your computer (including its location), which may at times be able to identify you, for any lawful business purpose, including without limitation to help diagnose problems with our servers, to gather broad demographic information, and to otherwise administer the Website. Location information about you and/or your computer or other device may specifically be used to show you content and sponsored messaging based on location when and where that feature is available.

Sponsor reserves the right to use, transfer, sell, and share aggregated, anonymous data about our users as a group for any business purpose, such as analyzing usage trends and seeking compatible advertisers and partners.

In addition, as Sponsor's business changes, it may buy or sell various assets. In the event all or a portion of the assets owned or controlled by Sponsor, its parent or any subsidiary or affiliated entity are sold, assigned, transferred or acquired by another company, the information from and/or about users of the Website may be among the transferred assets.

We may use, disclose or retain your personally identifiable information, including email address, for as long as necessary to fulfill the purposes for which it was collected and as permitted or required by law.

III. COOKIES; TRACKING TECHNOLOGY; LOG FILES; CLEAR GIFS; DIGITAL FINGERPRINTS

You may have read about "cookies," nuggets of information that are placed by a Website in a storage place on your own computer. We may use cookies to control the display of ads, to track usage patterns on the site, to deliver editorial content, to record registration and personalization information, and/or for other purposes. For example, if you register on any part of the Website and are given the option to save

your user name and password on your computer, we can provide this convenience to you by placing a cookie on your computer. Our cookies may contain personally identifiable information and such cookies may be shared with our affiliates and other companies.

Some of our advertisers may serve you cookies as well and, if so, we specifically disclaim any and all responsibility and liability in connection therewith.

We may also use the information contained in cookies to conduct research, for example, to see how users navigate the Website.

If you don't want any cookies, your Web browser likely includes an option that allows you to not accept them. However, if you set your browser to refuse cookies, some portions of the Website may not function properly.

We may also use advertising service vendors to help present advertisements on the Website. These vendors may use cookies, web beacons, web bugs, clear gifs, or similar technologies (collectively, "Tracking Technologies") to serve you advertisements tailored to interests you have shown by browsing on this Website and other sites you have visited, to determine whether you have seen a particular advertisement before to avoid sending you duplicate advertisements, and similar purposes. In doing so, these vendors may collect non-personal data such as your browser type, your operating system, Web pages visited, time of visits, content viewed, ads viewed, and other clickstream data. The use of Tracking Technologies by these advertising service vendors is subject to their own privacy policies, not this Privacy Policy, and we disclaim all liability in connection therewith. If you do not want the services that Tracking Technologies provide, you may be able to opt-out by visiting http://www.networkadvertising.org/optout_nonpii.asp.

As is true of most Web sites, we gather certain information automatically and store it in log files. This information includes internet protocol (IP) addresses, browser type, internet service provider (ISP), referring/exit pages, operating system, date/time stamp, and clickstream data. We use this information to analyze trends, to administer the Website, to track users' movements around the Website and to gather demographic information about users as a whole.

From time to time, we may employ a software technology called clear gifs (a.k.a. web beacons/web bugs). Clear gifs are tiny graphics with a unique identifier, similar in function to cookies, and are used to track the online movements of Web users. In contrast to cookies, which are stored on a user's computer hard drive, clear gifs are embedded invisibly on Web pages and are about the size of the period at the end of this sentence. We use clear gifs in our HTML-based emails to let us know which emails have been opened by recipients. This allows us to gauge the effectiveness of certain communications and the effectiveness of our marketing campaigns.

We may also use digital fingerprinting technology, also known as "Machine Identification" or digital fingerprints, to gather certain information about your computer hardware and software, for example, your IP address, the display settings

of your monitor, the type of browser you are using, the type of operating system you are using, etc. This information is sent to a third party that converts it into a unique serial number – the digital “fingerprint” – and determines if it matches previous fingerprints. The data collected in this process and the digital fingerprint created is generally used to help prevent users from completing the same survey many times.

IV. INTERNATIONAL TRANSFER

Your information may be transferred to, and maintained on, computers located outside of your state, province, country or other governmental jurisdiction where the privacy laws may not be as protective as your jurisdiction. If you are located outside the United States and choose to provide information to Service Provider, please be advised that we may transfer your information to the United States and other countries, and process it there. Your consent to this Privacy Policy followed by your submission of such information represents your agreement to this transfer.

V. INFORMATION SECURITY AND NOTIFICATION

Because no data transmission over the Internet is completely secure, and no system of physical or electronic security is impenetrable, we cannot guarantee the security of the information you send to us or the security of our servers or databases, and by using the Website you agree to assume all risk in connection with the information sent to us or collected by us when you use the Website. In the unlikely event that we believe that the security of your information in our possession or control may have been compromised, we may seek to notify you. If notification is appropriate, we may notify you by e-mail (provided we have your e-mail address).

VI. KIDS AND PARENTS

This Website is not intended for use by children, especially those under age 13. No one under age 13 is allowed to provide any personal information or use our public discussion areas, forums and chats. Minors between the ages of 13 and 17 must get the permission of their parent(s) or legal guardian(s) before making purchases, including subscriptions, on this site.

If your children disclose information about themselves in publicly accessible areas of the Website, they may get unsolicited messages from other parties. Accordingly, you should tell them not to do so.

If you're worried about your children's activities or their privacy on our site, we encourage you to contact Sponsor's Privacy Policy Coordinator as described below.

VII PRIVACY POLICY COORDINATOR

If you have any concerns or questions about any aspect of this policy, please feel free to contact Sponsor's Privacy Policy Coordinator as follows:

Privacy Policy Coordinator

Condé Nast
1313 Market Street
Wilmington, DE 19801
Privacy_administration@advancemags.com