

PRIVACY STATEMENT

This confirms that ad hoc America, Inc. "ad hoc" as owner of the DataDeed sm is a licensee of certain independent third-party secure site and dispute resolution programs as indicated on the www.datadeed.com website. This privacy statement discloses the privacy practices for www.datadeed.com.

ad hoc is an independent, for-profit organization committed to earning users' trust and confidence by the use of fair information practices. Because this web site wants to demonstrate its commitment to your privacy, it has agreed to disclose its information practices and privacy practices. In doing so, this web site has agreed to notify you of:

1. What personally identifiable information of yours or third party personally identifiable information is collected from you through the web site
2. The organization collecting the information
3. How the information is used
4. With whom the information may be shared
5. What choices are available to you regarding collection, use and distribution of the information
6. The kind of security procedures that are in place to protect the loss, misuse or alteration of information under ad hoc's control
7. How you can correct any inaccuracies in the information.

If you feel that this company is not abiding by its posted privacy policy, you should first contact Sig Johnson, President, by E-mail at adhoc@datadeed.com or by mail at DataDeed, PO Box 760, Richlandtown, PA 18955-0760. If you do not receive acknowledgment of your inquiry or your inquiry has not been satisfactorily addressed within 7 working days, you should then contact Square Trade in accord with the instructions they provide when you click on the Square Trade button. Square Trade will then provide Dispute Resolution Services and serve as a liaison with the Web site to resolve your concerns.

Information Collection and Use

ad hoc is the sole custodian of the information collected on this site. We will not sell, share, or rent this information to others in ways different from what is disclosed in this statement. ad hoc collects information voluntarily from visitors and members at several different points on our website.

Registration

Beyond browsing, in order to use this website, a user must first complete a registration process and become a paid subscriber. During registration the user is required to give their contact information (such as name and e-mail address). This information is used only to contact the user, to provide passwords and concerning any necessary follow-up about the services on our site for which they have expressed interest.

Membership

We request specific information from each new member. Within the Member Services screens a new subscriber must provide additional detailed personal and financial information (including identity of those designated as VIP's to have access to the DataDeed and credit card, debit card or checking account information for payment). This information is used only for contact verification and secure payment purposes. **Critical personal information, including member identity and payment data are always**

protected by encryption and kept separate from the member's physical DataDeed content. If we have trouble processing a membership, some or all of this information is used to get in touch with the member.

Sponsors

From time-to-time, ad hoc may enter into agreements with third party organizations that wish to act as sponsors in providing access to the DataDeed for their employees, clients or members "prospects". In such relationships a sponsor may provide prospect contact information to ad hoc or may handle direct distribution of approved marketing material to prospects. **However, in no case will we permit any third party access to subscriber data or other identifying information.**

Advertisers

Also, from time-to-time we may engage in reciprocal advertising with other quality web sites. In such cases, our advertising will be displayed on their site and theirs on ours. We may periodically use paid advertising to promote the DataDeed as well. **However, in no case will we permit any third party access to subscriber data or other identifying information.**

Cookies

A cookie is a piece of data stored on the user's hard drive containing information about the user. Many web sites use cookies whenever a user makes contact. **Because of the confidential nature of the data voluntarily stored by members, we do not use cookies in connection with the DataDeed. However if you access another site from DataDeed, we can not control such other site's use of cookies.**

Log Files

We may use IP addresses to analyze trends, administer the site, track user's movement within the site, and gather broad demographic information for aggregate use. IP addresses are not linked to personally identifiable information.

Sharing

We may share aggregated demographic information with sponsors or other third parties. This is not linked to any personal information stored in a DataDeed.

For your protection, we use a leading, independent third party vendor to validate and transact credit card processing and reserve the right to subcontract certain technical, processing and administrative duties to others properly qualified. All such third party companies and subcontractors are prohibited from retaining, sharing, storing or using personally identifiable information for any secondary purposes.

ad hoc will not share or release identifiable personal information or the content of a member's DataDeed except: (1) in accord with member written specific instruction; and/or (2) when compelled to do so by appropriate action at law.

Links

This web site contains links to other sites. Please be aware that ad hoc is not responsible for the privacy practices of such other sites. We encourage our members to be aware when they leave our site and to read the privacy statements of each and every web site that collects personally identifiable information. This privacy statement applies solely to information collected by this Web site.

Surveys & Contests

From time-to-time our site may request information from members via surveys or contests. Participation in these surveys or contests is completely voluntary and the member therefore has a choice whether or not to disclose this information. Information requested may include contact information (such as name and e-mail address), and demographic information (such as zip code, education or age level). Contact information may be used to notify the winners and award prizes. Survey information will always be aggregated to assure it cannot be linked to any member personally and will be used for purposes of monitoring or improving the use and satisfaction of this site.

Tell-A-Friend

If a member elects to use our referral service for informing a friend about our site, we ask them for the friend's name and e-mail address. ad hoc will automatically send the friend a one-time e-mail indicating who made the referral and inviting them to visit the site. ad hoc gathers and stores this information for the sole purpose of sending this one-time e-mail. The friend's name and e-mail address will be fully deleted from ad hoc's files 30 days after the automatic e-mail invitation is sent. The friend's invitation will advise that they may also contact ad hoc at adhoc@datadeed.com to request the immediate removal of their information from its files.

Security

This website takes every precaution to protect our members' information. When members submit sensitive information via the website that information is protected both online and off-line.

When members are asked to enter sensitive information (such as credit card number), that information is encrypted and is protected with the best encryption software in the industry - SSL. **A Member's surname is not stored with their related DataDeed.** While on a secure page, such as our registration screen, the lock icon on the bottom of Web browsers such as Netscape Navigator and Microsoft Internet Explorer becomes locked, as opposed to un-locked, or open, when you are just 'surfing'. To learn more about SSL, follow this link [INSERT LINK].

While we use SSL encryption to protect sensitive information online, we also do everything in our power to protect member information off-line. Our offices and actual data repositories are protected by security systems 24/7. Access to all of our members' information, not just the sensitive information mentioned above, is restricted. Only employees who need the information to perform a specific job (for example, an accounting or member service representative) are granted access to personally identifiable information. Our employees must use password-protected screen-savers when they leave their desk. When they return, they must re-enter their password to regain access to restricted information. Furthermore, employees are kept up-to-date about our security and privacy practices including receipt and acknowledgment of written policy and required signing of a confidentiality agreement. Whenever new policies are added, our employees are notified and/or reminded about the importance we place on privacy, and what they can do to ensure our members' information is protected. Finally, the servers that we store personally identifiable information on are firewall protected, monitored 24/7 and kept in a highly secure environment.

If members have any questions about the security at our website, they can send an e-mail to security@datadeed.com.

Supplementation of Information

Because of the confidential nature of member data and to properly fulfill our obligation to members, this website does not supplement member information in any way.

Special Offers

We send all new members a welcoming e-mail to verify password, username and confirm selected VIP's. Established members may occasionally receive information about added DataDeed services and special pricing. Out of respect for the privacy of our members we also present the option to not receive these types of communications. Please see our choice and opt-out below.

Site and Service Updates

We also may send the member site and service announcement updates. Members are not able to unsubscribe from such service announcements, which contain important information about the service and enabling their continued use of it.. We communicate with the member to provide requested services and in regards to issues relating to their account via e-mail or phone.

Correction/Updating Personal Information:

If a member's personally identifiable information changes (such as e-mail address, credit card account or phone number), or if a member no longer desires our service, we will endeavor to provide a way to correct, update or remove that user's personal data provided to us. This can usually be done securely at the Member Services screen, by e-mailing MemberServices@datadeed.com , or by mail to DataDeed, PO Box 760, Richlandtown, PA 18955-0760.

Choice/Opt-out

Our members are given the opportunity to 'opt-out' of receiving information about added DataDeed services and special pricing. Our Registration and Member Services screens have an 'opt-out' mechanism so members who don't want to receive any DataDeed marketing material can have their records so noted.

Members who no longer wish to receive such marketing materials may also opt-out of receiving these communications by e-mailing MemberServices@datadeed.com , or by mail to Data Deed, PO Box 760, Richlandtown, PA 18955-0760.

Notification of Changes

If we decide to change our privacy policy, we will post those changes on our Homepage so our members are always aware of what information we collect, how we use it, and under what circumstances, if any, we disclose it. If at any point we decide to use personally identifiable information in a manner different from that stated at the time it was collected, we will notify members by way of an e-mail. Members will have a choice as to whether or not we use their information in this different manner. We will use information in accordance with the privacy policy under which the information was collected.

Important Notice

Membership and use of the DataDeed are entirely voluntary. Information entered and stored in a member's DataDeed is supplied entirely by the member. Therefore, neither ad hoc America, Inc. nor any affiliate or subcontractor assumes any liability, direct or indirect, as to the accuracy, completeness, content or use of any DataDeed. Members should recognize that circumstances and the effect of federal and local laws vary by individual. Consultation with lawyers, accountants and other professionals should always be sought as appropriate.

