

THE VIDEO COMPANY - PRIVACY POLICY

The Video Company respects the privacy concerns of its users and visitors. The following statement sets forth The Video Company's Privacy Policy in relation to the collection, use and disclosure of personal information received by it from the users of its web site, located at <http://www.thevideocompany.tv> ("Site") and its online video advertising services (the "Services"). Both the Site and the Services are owned by The Video Network Pty Ltd ("The Video Network", "The Video Company", "we" or "our"), a company based in Australia. We at The Video Company have created this Privacy Policy to explain:

- (1) What information is collected from you when you visit the Site or use the Service;
- (2) How we may use such information;
- (3) How this Information may be shared;
- (4) With whom this information may be shared;
- (4) Our choices and our rights concerning how we may use such information;
- (5) Your options and choices concerning the collections, use and distribution of the data;
- (5) The security measures we take to protect such information; and
- (6) Your rights of access and correction to this information.

This policy has been drafted having regard to the Privacy Act 1988 (Commonwealth) (including the National Privacy Principles) ("the Privacy Act").

1. INFORMATION WE COLLECT

1.1. Non-personally Identifying Information

Non-personally identifying information is information that may not, in and of itself, be tracked to a specific individual. When you use The Video Company's Services, when you visit the Site, or when you visit the web site of one of The Video Company's advertiser or publisher clients (collectively "Business Customers"), certain non-personally identifying information may be recorded automatically by the standard operation of our internet servers. This may include information such as the kind of mobile or internet device you are using, the kind of web-browsing software that you are using, the kind of operating system you are using, and your computer's Internet Protocol ("IP") address (a number that your Internet service provider assigns to your computer whenever you surf the Internet). Such information may also include web surfing data such as the web pages that a visitor has previously visited, time and date, and whether or not that visitor clicked on various advertisements ("Web Surfing Data").

This information is collected in order to facilitate our online operations and to ensure an efficient and bug-free online experience for you. We may also use or share this information for security purposes, to generate group statistics about our user and client community, or as required under Australian law.

We may use your IP address or other automatically recorded information, in cooperation with your Internet provider, to identify you if it is necessary to contact you or to bring legal action against you because you are violating the terms and conditions applicable to the Service (located at <http://www.thevideocompany.tv/terms>), or because you are causing injury to or interference (intentionally or unintentionally) with The Video Company's rights or

property, other users of the Service or Site, or to anyone else who could be harmed by your activities.

Different kinds of technologies are used to collect this information, including cookies, action tags, web beacons, and single pixel GIFs.

A "cookie" is a small text or data file that an Internet site can place on your computer's hard disk drive for record-keeping purposes. We use cookies for two (2) purposes. Firstly, we utilise persistent cookies, which make using the Service and the Site easier by, among other things, saving your passwords and preferences for you to assist in your future logins to the Site, and to help identify you whenever you return to our Service or Site, so you do not need to reenter your handset or identification information. Secondly, we utilise session ID cookies to enable certain features of the Services, to better understand how you interact with and use the Services, and to monitor aggregate usage by The Video Company's users and web traffic routing on the Services. Unlike persistent cookies, session ID cookies are deleted from your computer or other device when you close your browser.

Most Internet browsers and most mobile device web browsing applications are initially configured to accept cookies. However, you may choose to configure your browser to refuse all cookies or to alert you as to when a cookie is being downloaded (note: you may need to consult your browser's "Help" area for instructions on how to do this). If you choose to disable your cookies setting or refuse to accept a cookie in your browser, some parts of the Site may not function properly or may perform considerably slower and you may lose some portion of the functionality of the Services. The Video Company may place advertisements of third-party advertisers on web sites that you are visiting. If you choose to click on an advertisement, The Video Company may provide non-personally identifying information to the advertiser or to the web publisher. Similarly, the advertiser or publisher may use cookies, action tags, web beacons, or single pixel GIFs to collect information when you are visiting their web sites. The information that such third-party web sites collect is governed by their applicable individual privacy policies, not The Video Company's. We encourage you to read the privacy policies or statements of the other websites that you visit.

1.2. Personally Identifying Information

We or our Business Customers may request or require that you provide personally identifying information ("Personally Identifying Information") from you when you use the Services, become a user, or access our Site. In such instances, the Personally Identifying Information we request may include your name, email address, mailing address and postal code, mobile phone number and other phone number(s). In addition, we may collect other non-personally identifying information such as your country of residence and your language preference. In such instances, we shall provide clear notification to you that we are collecting this information so that you may choose not to provide it if you wish.

2. HOW CAN THE INFORMATION WE COLLECT BE USED?

2.1. Use of Non-Personally Identifying Information

The non-personally identifying data The Video Company and/or its Business Customers collect are used for marketing and sales efforts to better target advertisements to people in the course of their web surfing, or as they visit different web sites. The Video Company may also use such data to better target content to individuals in an effort to create a personally relevant web surfing experience for

each person. The data are also used to predict responses to advertisements, and to assist The Video Company determine which advertisements perform best and which content is most appropriate for different individuals.

Without any specific approval from you, we may develop general aggregate data (i.e., data that cannot be used to identify specific individuals) about our user and client community that is partly based on information about you and your interaction with The Video Company. We may share and disclose such aggregate statistics with third parties without your consent.

2.2. Use of Personally Identifying Information

When you use the Services or the Site, we will use your Personally Identifying Information to fulfill your requests and for customer service administration purposes. The Video Company will not share your information with Business Customers or any other third-party (individual or company), unless that person is involved in the delivery of the Services to you, or if you request us to provide services that we cannot provide, but it is a service that a Business Customer of ours does provide. The Video Company does not rent, sell or share your information with promotional partners or other third parties.

Furthermore, without any specific approval from you, we may develop general aggregate data (i.e., data that cannot be used to identify specific individuals) about our user and client community that is partly based on information about you and your interaction with The Video Company. We may share and disclose such aggregate statistics with third parties without your consent.

If The Video Company uses your Personal Identifying Information for direct marketing purposes, all correspondence sent to you by The Video Company will give you the opportunity to “opt out” of receiving any further direct marketing correspondence.

3. **WILL THE VIDEO COMPANY GIVE YOUR PERSONAL IDENTIFYING INFORMATION TO ANYONE ELSE?**

In providing to you the Services you request, The Video Company may be required to disclose your Personal Identifying Information to other third parties. Such third parties may include:

Service Providers

The Video Company may employ third party companies and individuals including but not limited to contractors, consultants and service providers to facilitate and administer our Services, to provide our Services on our behalf, to perform services in relation to our Site (including without limitation updating and maintenance services, database management, web analytics and improvement of the Site’s features legal and accounting services, credit reporting, mail services, and transport and printing services) or to assist us in analysing how our Site and Services are used. These third parties may have access to your personal information only for the purposes of performing such tasks, and are obligated not to disclose it or use it for any other purpose.

Compliance with the Law and Law Enforcement

The Video Company reserves its right to disclose your Information as required by law or in special cases in which we have reason to believe that disclosing your information is necessary to identify, contact or bring legal action against you where you may be violating the terms and conditions applicable to our Site or Services, or may be causing injury to or interference (intentionally or unintentionally) with The Video Company's rights or property, other users of our Site or Services, or anyone else who could be harmed by your activities.

In such circumstances, The Video Company may release information when necessary in cooperation with government and law enforcement officials or private parties to enforce and comply with the law of NSW, the laws of Australia, or any other laws effective in respect of The Video Company. We will disclose information about you to government or to law enforcement officials or private parties as we, in our sole discretion, believe is necessary or appropriate to respond to any legal claims and/or legal processes (including without limitation subpoenas), or to protect The Video Company's rights, intellectual property, property, or other interests, including the interests of its customers or users, or to prevent illegal activities or violations of the terms and conditions applicable to our Site or Services.

Business Transfers

In addition to the above, there is the possibility that The Video Company may in the future be purchased by, or merged with, another company. In this case, the acquiring or merging company will have access to your information. The Video Company will notify you before transferring your information to a new entity in the event of a merger, acquisition, restructuring or sale of some or all of its assets if the new entity's processing of your information will materially differ from the processing of information by The Video Company, as set forth in this Privacy Policy.

Security Precautions

The Video Company cares about the security of your Personal Identifying Information. We make significant efforts to maintain the security of our network and the data we collect. The Video Company use various technologies, including encryption and other generally accepted industry and internet security standards, to safeguard and help prevent unauthorised access to your data, to maintain data security and to correctly use your personal information.

Despite many advances in information security technology and procedures, no commercially deployed method of information transfer over the Internet or electronic data storage is known to be 100% secure. Therefore, while we do strive to use modern and commercially reasonable means to protect your Personal Identifying Information, we cannot guarantee the absolute security of that information during its transmission or its storage in our systems

Other than those third parties referred to above, The Video Company will not disclose your Personal Identifying Information to any other third party unless it has reasonable grounds to believe:

- you have authorised The Video Company to do so;
- your safety, or the safety of others in the community, is at risk; or
- The Video Company is required or permitted by law to do so.

4. LINKS TO PUBLISHERS, ADVERTISERS, AND OTHER SITES

The Video Company's Services are combined with content from its Business Customers and other third party advertisers. The Video Company Services and Site may contain links to other web sites. The fact that The Video Company links to another web site, or presents a banner advertisement, or any other type of advertisement which links to another web site, on its Site or Services, is not an endorsement of that other web site. In the case of such links, The Video Company is not responsible for the content or the practices of such linked websites, which are operated by third party companies. You should not assume that their privacy policies or practices are the same as those followed by The Video Company. Visitors to any web sites not directly operated by The Video Company should refer to each linked website's respective privacy policy and practices.

5. YOUR RIGHTS OF ACCESS AND CORRECTION

The accuracy of your Personal Identifying Information is important. The Video Company takes reasonable steps to ensure that such personal information it holds about you is accurate, complete, up-to-date, relevant, and not misleading. If you believe that any personal information The Video Company holds about you is incorrect, please contact us by email "support@thevideocompany.tv" with "Privacy" in the subject line, and with details of the relevant updated information within your email.

You have a general right to access the Personal Information The Video Company holds about you. You may contact The Video Company to request details of your Personal Identifying Information at the email address referred to in the previous paragraph. In the case of a reasonable request, The Video Company will enable you to access your information accordance the Privacy Act 1988 (*Cth*). The Video Company can deny your request in some circumstances and if it does so, will provide you with written reasons for that denial.

While there is usually no fee for requesting access to the personal information The Video Company holds about you, The Video Company reserves the right to charge a reasonable fee for the preparation and provision of that information to you in certain circumstances.

If The Video Company refuses to correct any personal information about you, and subsequent agreement cannot be reached between the parties on this issue, you may request that a note or statement regarding the correction as so requested by you be attached to your personal information.

6. HOW TO CONTACT US

If you:

- require further information regarding this Privacy Policy or any other steps The Video Company has taken to protect your personal information or privacy; or
- have any concerns or a complaint regarding The Video Company's privacy practices or its management of your personal information;

please contact The Video Company by email to "support@thevideocompany.tv". When we receive such inquiries about our Privacy Policy, we will use the personal information (such as your email address) only to respond to your question or

comment. However, if your question raises one or more issues that affect our Business Customers, we may also share your question with them in order to provide a response.

7. ACCEPTANCE OF PRIVACY STATEMENT

Your use of the Site is subject to this Privacy Policy and the Terms of Use Agreement. BY USING THE VIDEO COMPANY WEB SITE, YOU CONSENT TO THE COLLECTION AND USE OF YOUR PERSONAL IDENTIFYING INFORMATION AND ARE ACCEPTING THE PRACTICES SET OUT IN THIS PRIVACY POLICY AND OUR TERMS OF USE AGREEMENT.

8. EUROPEAN UNION AND OTHER TERRITORIES

European Union users and web surfers and users and web surfers of all other territories throughout the Universe consent to the processing of personal information in Australia and/or the United States, or any other territory or country as the case may be.

9. CHANGES IN THIS PRIVACY POLICY

We reserve the right to modify, alter or otherwise update this Privacy Policy at any time, so we encourage you to review this Privacy Policy from time to time. When we make changes which we consider material in our privacy practices, we will notify you in this space. We may also attempt to notify you of any such material changes to our privacy practices via email or by placing a notice on our home page.

10. EFFECTIVE DATE

This Privacy Policy was last revised on 9 August 2010.