

HOLLYWOOD STOCK EXCHANGE® PRIVACY POLICY

OUR PRIVACY POLICY

Please read the following Privacy Policy to learn more about the privacy policy of the website located at www.hsx.com and www.hollywoodstockexchange.com (the "Site") operated by Hollywood Stock Exchange, LLC ("HSX"), the owner and operator of the Hollywood Stock Exchange. This Privacy Policy is intended to inform users of the Site, who are either casual visitors of the Site or registered participants of the Hollywood Stock Exchange, of the data collection and use practices of the Site.

PERSONALLY IDENTIFIABLE INFORMATION

The Site may collect personally identifiable information, such as names, home addresses, e-mail addresses, and/or telephone numbers, when such information is voluntarily provided by users of the Site. For example, when registering on the Site to participate in the Hollywood Stock Exchange, a user of the Site may be asked to provide, amongst other things, their first and last name, zip code, and e-mail address.

This information may be used (and shared with HSX's third party services providers) to provide services to participants of the Hollywood Stock Exchange, customize content, product offerings and/or layout of the Site for each individual user of the Site, notify users of the Site about updates to and activities on the Site, and contact users of the Site for information verification purposes. This information may also be used (and shared with HSX's third party services providers) to learn more about how users use the Site and to provide them with information that we feel may be of interest to them. This information may be shared with our third party service providers as necessary for them to provide services to help us with our business activities such as shipping your order or offering customer service. Lastly, this information may be used as agreed to by the user of the Site. Please note that, as of the latest update of this Privacy Policy, the Site does not currently take actions to respond to "Do Not Track" signals in browsers.

From time to time we may also provide users of the Site with the ability to add to their profile certain information about themselves, such as buying preferences, street address, marital status, income, education level, occupation, industry, and country. This information may be used (and shared with HSX's third party services providers and business partners) in an aggregated, anonymized form in the regular course of HSX's business.

We will retain the information you voluntarily provided to us for as long as your Hollywood Stock Exchange account is active or as needed to provide you services. If you wish to cancel your Hollywood Stock Exchange account or request that we no longer use such information, please contact us at support@hsx.com.

Notwithstanding the foregoing, we may retain and/or disclose any information we receive or collect in connection with our users' use of the Site to the extent that we determine in good faith to be required by any applicable laws, rules or regulations or order or in enforcement of our rights or property or the defense of claims. Without limiting the foregoing and in addition thereto, we may transfer your information to another entity if we are acquired by or merged with another entity, if all or substantially all of our assets or business are acquired by another company, or as part of a bankruptcy proceeding.

DATA DELETION

You may request deletion of your data by emailing support@hsx.com

SPECIAL OFFERS AND UPDATES

We send all newly registered users of the Site a welcoming email to verify password and username. In addition, registered users of the Site may occasionally receive information on products, services, special deals, and a newsletter from time to time. Out of respect for the privacy of our users we present the option to not receive these types of communications. Please see the Choice and Opt-out section.

If you no longer wish to receive our newsletter and promotional communications, you may opt-out of receiving them by following the instructions included in each newsletter or communication or by emailing us at support@hsx.com. We offer an opportunity to opt-out of certain communications in your Account Settings page, or you may write to: Hollywood Stock Exchange, LLC 1925 Century Park East, Los Angeles, CA 90067, attn: Support, to opt-out.

SURVEYS & CONTESTS

From time-to-time our Site may request information from users via surveys and/or contests. Participation in these surveys and/or contests is completely voluntary and the user therefore has a choice whether or not to disclose this information. The requested information typically includes contact information (such as name and shipping address), and demographic information (such as zip code). Such requested information may be used (and shared with the contest or survey sponsors) to notify the winners and award prizes. Users' personally identifiable information provided by such users in connection with surveys and/or contests is not shared with third parties unless we give prior notice and obtain users' agreement. Though we may use an intermediary to conduct these surveys or contests, these intermediaries will not use the users' personally identifiable information for any secondary purposes.

NON-PERSONALLY IDENTIFIABLE INFORMATION

The Site automatically receives and store users' domain name and Internet Protocol addresses (where possible). The Site may also collect statistical information about the users' online experience, preferences, and the pages they request. This information, which is collected and maintained in anonymous, non-personal, aggregate form, may be used (and shared with our third parties services providers) to monitor and improve the use and content of the Site, facilitate market research and for the same purpose as set out above. Sometimes, we utilize the services of third party web analytics service providers to help us understand this information better, though the information that is disclosed to these entities remains at all times in anonymous, non-personal form. Other than improving the Site and providing our visitors with the best experience possible, we make no other use of this information.

COOKIES

"Cookies" are commonly used pieces of information in the form of small files that are placed on an individual's computer hard drive to enable the individual to more easily communicate and interact with the Site. We may use cookies to save certain information about users of the Hollywood Stock Exchange and users of the Site in order to facilitate and enhance future activities with the Hollywood Stock Exchange and/or on the Site.

We may from time to time use outside advertisement serving companies to display advertisements on the Site. These companies may place and collect cookies when they display an advertisement on the Site, and may collect certain non-personally identifiable information when users visit and/or use the Site. These companies may use such information during their visits to the Site and other websites in order to provide advertisements about goods and services likely to be of interest to you. These companies typically use a cookie or a third party web beacon to collect this information. To learn more about this behavioral advertising practice, you can visit www.networkadvertising.org.

Most browsers will allow you to erase cookies from your computer hard drive, block acceptance of cookies, or receive a warning before a cookie is stored. Please refer to your browser instructions or help screen to learn more about these functions.

WEB BEACONS

Web pages of the Site may contain electronic images known as Web beacons (sometimes called single-pixel gifs) that may be used along with cookies to compile aggregated statistics to analyze how the Site is used, and may be used in some of our emails to let us know which emails and links have been opened by recipients. This may allow us to gauge the effectiveness of our customer communications and marketing campaigns.

FACEBOOK CONNECT

You may from time to time have the ability to sign up for an account on the Site using sign-in services such as Facebook Connect. These services will authenticate your identity and provide you with the option to share with us (and agree that we can use) certain of your information such as your name and email address to pre-populate our sign up form. We will collect, store, and use such information in accordance with this Privacy Policy. Services like Facebook Connect give you the option to post information about your activities on the Site to your profile page on such services and/or to share with others within your network on such services.

TELL-A-FRIEND

We may make available on the Site a tell-a-friend feature. If a user elects to use this feature to inform a friend about the Site, they will provide the friend's name and email address. The Site may use this information to automatically send this friend a one-time email inviting them to visit the Site and tracking the success of our referral program. You or your friend may contact Customer Support by email at support@hsx.com to request the removal of this information from our database.

OTHER WEB SITES; LINKS

The Site may from time to time display call-to-action buttons, such as the Facebook Like button, and/or include links to websites that are not owned or operated by us. We are not responsible for, do not endorse and have not reviewed the privacy practices of such buttons, websites, their owners or operators.

ACCESS, REVIEW, UPDATE

The laws of your state of residence may give you the right to request certain information from us. To request a copy of such information, please contact us by clicking on the link provided below and include your name, state of residence and specific information requested.

CHANGES TO PRIVACY POLICY

We may modify this privacy policy from time to time upon written notice or posting to the Site. It is your responsibility to review this privacy policy periodically. You agree that your access to or use of the Site after such notice or posting implies your acknowledgement and agreement to the modification and this privacy policy.

HSX CONTACT INFO

All inquiries concerning this statement and the Site in general may be sent to Customer Support, Hollywood Stock Exchange, LLC, 1925 Century Park East, Century City, CA 90067 or support@hsx.com.

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