

TUROK WEBSITE

Privacy Policy

Effective Date: January 31, 2008

This is the privacy policy ("Privacy Policy") for the *Turok* website located at www.turokthelegend.com (the "Site"). The Site is made available by Classic Media, Inc., an Entertainment Rights group company and Delaware corporation located at 860 Broadway, 6th Floor, New York, NY 10003 ("Classic Media", "Classic", "we", "us", "our"). The target audience for this Site is parents of children and their families. While you may visit the Site without having to provide any personally identifiable information to us, you will only be able to make a purchase through the Site, take advantage of certain of our offerings, such as any newsletters, certain special features on the Site, online forums, sweepstakes, contests or promotions that may be offered by providing the requested information.

THE SITE IS COMMITTED TO COMPLYING FULLY WITH THE CHILDREN'S ONLINE PRIVACY PROTECTION ACT OF 1998 (COPPA). WE DO NOT COLLECT ANY PERSONALLY IDENTIFIABLE INFORMATION ANYWHERE ON THE SITE EXCEPT WHERE EXPRESSLY STATED. WE ONLY ASK FOR AN ADULT'S PERSONALLY IDENTIFIABLE INFORMATION. WE DO NOT KNOWINGLY COLLECT PERSONALLY IDENTIFIABLE INFORMATION FROM CHILDREN UNDER THE AGE OF 13 ANYWHERE ON THE SITE. IF WE BECOME AWARE THAT A CHILD UNDER THE AGE OF 13 HAS SUBMITTED HIS OR HER PERSONALLY IDENTIFIABLE INFORMATION, WE WILL DELETE SUCH INFORMATION IMMEDIATELY.

Visit www.ftc.gov/kidzprivacy for information from the Federal Trade Commission about COPPA and protecting children's privacy online.

This Privacy Policy sets forth our policies regarding the collection, use and disclosure of certain information provided by you, while using the Site, and the choices you can make about the way we collect and use your personally identifiable information. Your use of the Site signifies your understanding and acceptance of the terms of this Privacy Policy. This Privacy Policy is incorporated into, and made a part of, the [Terms of Use](#), which govern your use of the Site in general.

Our Privacy Policy does not apply to third party websites that may be accessible through the Site. Please be aware that we have no control over such third party websites. If you leave our Site and visit another website, you do so at your own risk. For this reason we encourage you to read the privacy policies of those third parties to learn how they collect, use and share your personally identifiable information.

To assist with your understanding of our Privacy Policy, we provide answers to the questions below that we think you may find most important:

HOW DO WE COLLECT YOUR INFORMATION?

Personal Information You Provide

Types of personally identifiable information we may request include: name, address, telephone number, e-mail address or credit card information. We collect your personally identifiable information when you make a purchase through the Site, subscribe to any e-mail newsletters, request access to certain special features on the Site, participate in any offered online forums or communities, send an e-card, opt-in to enter contests, sweepstakes or receive promotional offers from us and/or our partners, advertisers or sponsors, send us specific comments, questions or requests.

Optional Information

When accessing the Site, we may give you the option of submitting other general information. Types of optional information requested may include age, gender or personal interests. We may request such optional information to help us better understand you. If you request that we send you additional information regarding available offerings, we may also use the optional information to fulfill such requests.

Registration with the Site

Some features of the Site may give you the opportunity to register with us. The registration forms may request your contact information (such as name, e-mail address, mailing address, etc.), demographic information (such as gender, etc.), and preferences (such as music preferences, etc.). We use this information to communicate with you and to provide a more personalized experience when you visit the Site. We also use aggregate demographic and preferences information for research, marketing, and/or promotional purposes, among others. By visiting our Site and registering with the Site, you affirmatively consent to our collection and use of your information.

Third Party Information

At some areas of the Site, you may be able to submit information about other people. For instance, you may submit someone else's name and e-mail address in order to send them an e-card or you may want to submit their mailing address to send them a purchase directly. Types of personally identifiable information that may be requested include: name, address, telephone number or e-mail address. This information will only be used for the purpose for which it was collected.

Newsletters

Based on the information you voluntarily provide to us, we may also offer you the opportunity to sign up to receive newsletters and other communications from us. When there is a separate sign-up for newsletters, we ask for contact information such as name and e-mail address, and, sometimes, demographic and profile information. We use this information in the same manner as we use the contact information in the registration process described above. We may also send e-mails and announcements that are needed for the proper administration of the Site.

Interactive Features

The Site may offer interactive features, such as message boards, chat, e-mail accounts, instant

messaging, personal homepages, etc. All information posted or sent through these features may be publicly available, and you should be aware that when you voluntarily disclose personally identifiable information (e.g., name, email address) through these features, such information may be used by others. By accessing these features and disclosing personally identifiable information, you affirmatively consent to the distribution of your personally identifiable information as described above. Users who post personally identifiable information on interactive features are solely responsible for the content of the messages they post or send on these interactive features.

Contests, Sweepstakes and Promotions

We may request contact information from you (such as your name, e-mail address, mailing address, and telephone number) as well as demographic or preference information. We will use the information you provide for the purpose of conducting the contest, sweepstakes, or promotion. This information may also be shared with a partner or sponsor in offering the contest, sweepstakes or promotion. By voluntarily entering the contest, sweepstakes or promotion and providing your information, you affirmatively consent to our collection and use of your information.

Technical Information

When you visit the Site, we may also collect technical information that does not, by itself, identify you as a specific individual. This information (sometimes referred to as non-personally identifiable information) may include the address (or “URL”) of the website that you came from before visiting the Site, which pages you visit on the Site, the frequency with which you visit certain areas of the Site, which browser you use to view the Site and any search terms you have entered on the Site. We use this technical data in aggregate form to measure and improve the effectiveness of the Site. We may collect your IP (Internet Protocol) address to help diagnose problems with our server, administer the Site, and see where our Site's traffic is coming from. We may also collect other non-personally identifiable information via the Site, such as Site usage activity and preferences, also known as demographic or profile data. We may combine this technical data with personally identifiable information. For instance, we may send out HTML e-mails and use technical methods to determine whether the e-mail has been opened and if the links in the e-mail were clicked on. The information collected from these e-mails may be personally identifiable.

DO WE USE COOKIES, CLEAR GIFS OR THIRD PARTY ADVERTISERS?

We may use cookies (described in more detail below) and clear GIFs in the Site and/or in our communications with you to enhance the functionality of the Site and to make your transactions and other activities more convenient and efficient. We use cookies to remember your preferences or minimize the need for you to re-enter information.

Cookies

A “cookie” is a small data file that a website may send to your browser and that your browser may then store on your system. We use session cookies, for example, to simulate a continuous connection - cookies let us remember information about your preferences and passwords and allow you to move within the Site without reintroducing yourself. Most browsers automatically accept cookies, but you can usually refuse cookies, or selectively accept cookies, by adjusting

the preferences in your browser. If you refuse cookies, there may be some features of the Site that will not be available to you and some web pages may not display properly.

Clear GIFs

A “clear GIF” is typically a one-pixel, transparent image (although it can be a visible image as well), located on a web page or in an e-mail, which is retrieved from a remote site on the Internet enabling the verification of an individual's viewing or receipt of a web page or e-mail message.

Third Parties

We have no control over what information third parties (for example, advertisers, ad servers or other online stores) track or collect, and we have no responsibility or liability for any tracking, data collection or other activities of third parties.

USE OF INFORMATION

We use information collected on and through the Site for a variety of purposes in the course of business and as otherwise set forth herein. We sometimes use this information to communicate with you; such as to confirm and fulfill purchase orders, respond to your comments, questions, submissions, or other requests or to contact you about your account with us. Additionally, this information may be used to notify you if you win any contests, sweepstakes or promotions we may offer.

Purchases may be offered directly from the Site or by clicking on a link which will direct you to a third party site. Any personally identifiable information or credit card information that you provide in connection with a purchase through this Site will be governed by the terms set forth in this Privacy Policy. Purchases made through a third party, however, will not be governed by this Site's Privacy Policy. Furthermore, Classic Media is not responsible for how information is obtained or used by any third party sites. Third parties are not agents of Classic Media.

We may share your information with any of our parent companies, subsidiaries, business partners, affiliates or agents. If you subscribe to any online newsletters we may offer, we will use your e-mail address to send you the newsletter. If you request access to certain special features on the Site, such as online forums, we will use your e-mail to provide you with such access. With your permission, we may use your information to send you information about our and our business partners' and affiliates' products and services or any other information and materials that may be of interest to you.

Your information may also be used to evaluate what portions of the Site are more popular than others, to determine where our visitors come from, where they go, and how long they stay on a particular page, or the Site in general. We may match information collected from you through different means or at different times and use such information, along with information obtained from other sources, including third parties.

If you choose to submit information for publication, a letter to the editors for instance, we may publish your screen name and any other information you provide. Additionally, if you participate in any offered online forum, chat room or bulletin board, other users can view any information

you submit. Furthermore, Classic Media is not responsible for the information posted on any of these forums.

DO WE SHARE YOUR PERSONAL INFORMATION?

Unless we have your consent, we do not sell, rent or share your personally identifiable information to any third party, outside of our agents, contractors, parent companies, subsidiaries or affiliated entities for marketing purposes except as set forth in this Privacy Policy.

We may contract with other companies (our agents) to provide services on our behalf (such as actually sending you products, a monthly newsletter, or other information after you have requested it). In such cases, we may share your personally identifiable information with our agents so that they are able to fulfill your requests on our behalf. We may also share your information with our affiliates, advertisers, and other third parties that provide services for or through the Site or for our business (such as e-mail list hosting and distribution companies that use such information on our behalf consistent with this Privacy Policy). We may also transfer, sell or assign such information to third parties as a result of a sale, merger, consolidation, change in control, transfer of assets, reorganization or liquidation. In the event that we offer sweepstakes, contests or promotions in conjunction with an identified third party or parties, these third parties may obtain your personally identifiable information if you decide to participate in one of these programs. We do not have any control of any third party's use of this information. We also reserve the right to disclose any information concerning you as necessary or appropriate to satisfy any law, regulation or other governmental request, to respond to a valid court order, subpoena, or government investigation, to operate the Site properly, or to protect or defend our rights or the rights or well-being of our users or if you are involved (or we believe in good faith that you might be involved) in any illegal activity, even without a subpoena, warrant or court order.

DO YOU HAVE CHOICES REGARDING HOW YOUR INFORMATION IS USED OR SHARED?

At all times, you remain in control of your personally identifiable information. We will not share the personally identifiable information we collect from you in ways other than as set forth in this Privacy Policy, without first obtaining your consent. At the time you provide your information, you can choose whether you want to receive further communications about special offers, product information or other marketing messages. At the same time, we will also provide you the opportunity to opt-out of any further promotional and marketing communications from us, or from specific types of communications. However, your option not to receive promotional and marketing material shall not preclude us (including our employees, contractors, agents and other representatives) from (a) using this information to complete any purchase orders made through the Site, (b) corresponding with you, by e-mail or otherwise, regarding your existing or past relationship with us, and otherwise exercising our rights under applicable law, (c) from accessing and viewing your personally identifiable information in the course of maintaining and improving the Site, or (d) from notifying you if you win a contest or sweepstakes. If you do opt-in to receive promotional and marketing communications from us, you can opt-out at any time by entering your information and unsubscribing by contacting us by e-mail at

webmaster@turokthelegend.com.

CONSENT TO PROCESSING

By providing any personally identifiable information to the Site, you fully understand and unambiguously consent to the transfer of such personally identifiable information to, and the collection and processing of such personally identifiable information in, the United States and other countries or territories.

HOW DOES THIS SITE SECURE YOUR PERSONALLY IDENTIFIABLE INFORMATION?

We value the security and confidentiality of your personally identifiable information. To safeguard this information we have implemented technical, physical and administrative measures to protect your information from unauthorized access. Please be aware, however, that despite our best efforts to protect your information, we cannot guarantee that your information will be used solely in ways consistent with this Privacy Policy. Please be careful whenever sending personally identifiable information to us via e-mail. E-mail is commonly not a secure means of transferring information. Even though we have taken steps to ensure that the personally identifiable information we collect from you is secure, due to the open nature of the Internet, we cannot guarantee that any information stored on our servers, or transmitted to or from you will be free from unauthorized access. By using the Site, you acknowledge that you understand and agree to assume these risks.

In the unlikely event that we believe that the security of your personally identifiable information in our possession or control may have been compromised, we may seek to notify you of that development. If a notification is appropriate, we would endeavor to do so as promptly as possible under the circumstances, and, to the extent we have your e-mail address, we may notify you by e-mail. If you do not consent to this, please contact us by e-mail at webmaster@turokthelegend.com. If you wish to provide a particular e-mail address to receive such notifications, please contact use by e-mail at webmaster@turokthelegend.com.

DOMICILE REQUIREMENT FOR USE OF THIS SITE

You represent and warrant that you are domiciled in the United States.

WHO CAN YOU CONTACT IF YOU HAVE QUESTIONS OR CONCERNS?

Please contact us by e-mail at webmaster@turokthelegend.com to report any known or suspected privacy or security breaches or to submit privacy-related questions or complaints.

MIGHT THIS PRIVACY POLICY CHANGE?

If there are changes or additions to this Privacy Policy, we will notify you by posting those changes here so that you will always know what information we collect, how we use it and what choices you have. We reserve the right to change this Privacy Policy at anytime for any reason.

The effective date of the Privacy Policy will always appear on the first page of the Privacy Policy, underneath the title.