



**Broadcasters who believe that what you hear on the radio should
Inspire... Inform... Entertain... Persuade!**

Spirit Broadcasting, LLC.

www.WINTradio.com

1330am & 101.5fm WINT “Integrity Radio”

Privacy Policy Statement

Our radio station and parent company abides by and upholds the tenets of the personal privacy policy outlined below:

We at WINTradio.com/Spirit Broadcasting, LLC/WINT 1330 AM and 101.5fm Radio respect your right to personal privacy and our obligations under the Data Protection Acts 1988 and 2003. The purpose of this Privacy Policy is to outline how we deal with any personal data you provide to us while visiting this website, or as a registered user. If you are not happy with this Privacy Policy Statement you should not use this website.

By visiting this website you are accepting the terms of this Privacy Policy Statement. Any external links to other websites are clearly identifiable as such, and we are not responsible for the content or the privacy statements of these other websites.

Your personal privacy is a principal concern to us at our radio station. Our goal in outlining our policy on the collection and use of listener/customer data is to ensure the highest level of confidentiality and security. When you provide your personal information to us, we will not give or sell your personal information to any outside company, except as contained in this Privacy Policy Statement. We will maintain the confidentiality of your personal information and it will be used only to support your customer relationship with our radio station, assisting us in providing better and more targeted services to you. When we ask for customer/listener information, it is done with the goal of improving the relationship between our radio station and our listeners. We allow our listeners to maintain control over their personal data while attempting to provide a more interactive online experience. Our intention is to send e-mail only to listeners/customers who have chosen to receive such e-mails. At any time, you have the right to decline receiving future communications in any manner, including email, fax, telephone and postal mail.

Information Collection

Our web site may request that you voluntarily supply us with personal information, including your e-mail address for purposes such as correspondence, site registration, membership, making a purchase, contests or participating in on-line surveys. We may ask for your name, e-mail address, telephone number, and birth date. Other optional information may be asked (listener/customer preference information, lifestyle interests, and other demographic information) that is needed to register or subscribe you to services or offers.

This website, like many other commercial web sites, uses web analytics services, which uses “cookies”, which are text files placed and stored by our server on your computer, to help us analyze how users use the site. We may use cookies to deliver content specific to your interests and to save your personal preferences so you do not have to re-en-

ter them each time you connect to our website. Our cookies will record the number of user sessions on the site and to track the number of users who return to the site. The information generated by the cookie about your use of the website (including your IP address) will be transmitted to and stored by our web site host and/or analytics services provider(s) on servers in the United States. They/we will use this information for the purpose of evaluating your use of the website, compiling reports on website activity for website operators and providing other services relating to website activity and internet usage. We/they may also transfer this information to third parties where required to do so by law, or where such third parties process the information on our/their behalf. We/they will not associate your IP address with any other data held by us/them. You may refuse the use of cookies by selecting the appropriate settings on your browser, however please note that if you do this you may not be able to use the full functionality of this website. By using this website you consent to the processing of data about you by us/them in the manner and for the purposes set out above.

We collect only information that is needed, and we tell listeners/customers how we use it. We limit the collection of information about our listeners/customers to what we need to know to manage their membership, to provide customer service, to offer new products and services, and to fulfill any legal and regulatory requirements. We tell our listeners/customers about the general uses of information we collect about them, and we will provide additional explanation if requested.

We give listeners/customers choices about how their data will be used. On a regular basis, we provide our listeners/customers the ability to decline any or all future email communications. Listeners/customers may also decide if and how they wish to be contacted via other communication media.

We give listeners/customers access to their data on-line. A listener/customer may change, update or add additional information about themselves at any time through our radio station's web site, if it offers this feature. If the station's website does not currently provide this ability, listeners/customers can still change their data profile by contacting the station.

Security

We use information security safeguards. Access to listener/customer data is limited to those who specifically need it to conduct their business responsibilities. We use security techniques designed to protect our listener/customer data, especially that data which is used by employees and business partners to fulfill listener/customer services.

Your personal data is held on secure servers hosted by our Internet Service Provider (ISP). The nature of the Internet is such that we cannot guarantee or warrant the security of any information you transmit to us via the Internet. No data transmission over the Internet can be guaranteed to be 100% secure. However, we will take all reasonable steps (including appropriate technical and organizational measures) to protect your personal data.

We limit the release of listener/customer information. In addition to providing listeners/customers with the opportunity to refuse marketing offers, we release information only at the listeners'/customers' requests, or when required to do so by law or other regulatory authority. When a court order or subpoena requires us to release information, we will attempt to notify the listener/customer directly so that his/her legal rights can be exercised, if appropriate. The only exceptions to this policy are when we are prohibited by court order or law from notifying the listener/customer, or cases in which fraud and/or criminal activity is suspected.

We hold employees responsible for our privacy principles. Each employee is personally responsible for maintaining listener and customer confidentiality.

Disclosure of Information to Third Parties

At times, our clients might collect data from listeners on our web sites or on-site at a retail location or other station events. (This practice most commonly occurs when a client provides a prize giveaway and uses data collection as the means to register contest participants.) The collection of this data is clearly marked as information being collected for or by a third party and providing such information is strictly voluntary. The station may help facilitate the collection of the data by providing forms and collection boxes for the client. Sometimes this information is shared with the radio station, though the station will only market to you if you have given us permission. Data gathered in this manner is shared with our client partners. Any other data you may have previously provided to us remains private. We may provide Non-Personal Data to third parties, where such information is combined with similar information of other users of our website. For example, we might inform third parties regarding the number of unique users who visit our website, the demographic breakdown of our community users of our website, or the activities that visitors to

our website engage in while on our website. The third parties to whom we may provide this information may include potential or actual advertisers, providers of advertising services (including website tracking services), commercial partners, sponsors, licensees, researchers and other similar parties.

Information Use

If you provide us with your e-mail address, or have done so in the past, we may send you e-mail offers or newsletters. These offers or newsletters are based on information you provided in your membership application, registration forms, in surveys, from information that may indicate purchasing preferences and lifestyle, as well as information available from external sources, such as census bureau data. These e-mail offers will come from our radio station only. Our goal is to target offers to listeners/customers who will find them of value.

The data you provide is used to enhance the services and offers our radio stations bring you. As a result of providing personal information, our radio station can provide a more customized on-line experience, making your interaction with us more productive, helpful and fun. You can also expect to receive occasional communications targeted directly toward your lifestyle interests.

Activity Tracking

We do monitor URL click-throughs found in our email messages. The click-through rate is reviewed in order to: track participation in contests in order to judge effectiveness and to award prizes; track listener interests; track response rates for station marketing purposes or to report to a client in aggregate form only, the response of listeners. Individual activity is never shared with employees or third parties.

Children – Our radio station does not knowingly solicit data from children, and we will not knowingly market to children. We define children as anyone under 13 years of age.

What else should I know about my privacy?

Third party internet sites and services accessible through our radio station have separate privacy and data collection practices, independent of us. We have no responsibility or liability for these independent policies or actions. You are solely responsible for maintaining the secrecy of your passwords, membership ID, or any account information. Please be careful and responsible whenever you are on-line. If you post personal information on-line that is accessible to the public, you may receive unsolicited messages from other parties in return. While we aim to protect your personal information, we cannot ensure or warrant the security of any information you transmit to us, and you do so at your own risk.

While we put forth our best efforts in adhering to these minimum privacy standards, additional restrictions may be imposed to comply with state and local laws, and/or station specific programs, products and services.

Updating, Verifying and Deleting Personal Data

You may inform us of any changes in your personal data, and in accordance with our obligations under the Data Protection Acts 1988 and 2003 we will update or delete your personal data accordingly. We will not hold your personal data any longer than is necessary for functions associated with this website. We will review our databases on a periodic basis, and shall delete data that is outdated, inaccurate, or no longer necessary. WINTradio.com/Spirit Broadcasting, LLC/WINT 1330 AM and 101.5fm Radio reserves the right to contact users in this regard.

Changes to the Website Privacy Policy

Any changes to this Privacy Policy Statement will be posted on this website so you are always aware of what information we collect, how we use it, and under what circumstances, if any, we disclose it. If at any time we decide to use your personal data in a manner significantly different from that stated in this Privacy Policy Statement, or otherwise disclosed to you at the time it was collected, we will notify you by email, and you will have a choice as to whether or not we use your information in the new manner.

Any questions or comments about this policy should be forwarded to: email@WINTradio.com.