



PRIVACY POLICY

This privacy policy (this "Privacy Policy") tells you about the information that Fast Lane Biker Magazine Delmarva ("FLBD," "we" or "our") collects in connection with the operation of its website, www.flbdelmarva.com (the "Site"), how the information is used and how you can access and correct certain information that we may collect.

Please note that this Privacy Policy applies only to information collected from you by FLBD via the Site and does not apply to information obtained or disclosed through offline correspondence or personal contacts with FLBD representatives. Further, the Site may contain advertisements and/or links to other entities' websites that are not controlled or operated by FLBD. This Privacy Policy does not apply to such third party websites, and FLBD is not responsible for the content of such third party websites or the privacy practices of such third parties. Therefore, we encourage you to request and review the privacy policies of any third parties upon disclosing your information to such parties or visiting such third party websites.

This Privacy Policy is effective as of May, 2010 (the "Effective Date").

INFORMATION COLLECTED AND HOW WE USE IT

You always remain in control of the information you provide to FLBD. We collect two types of information about visitors: personally identifiable information (such as name, address, telephone number, email address, etc.), which you have voluntarily submitted to us, and aggregate information (such as information about how many visitors log on to our sites, the pages they access, etc.).

In general, you can visit the Site without telling us who you are or revealing personal information about yourself. We collect, maintain and use personal information you have voluntarily submitted to contact you, including via email, to respond to your comments or requests for information, or to contact you if needed in the course of providing information about our services that you may have requested. In addition, we may use

personal information to provide you the most helpful and targeted products and services to meet your needs and respond to your inquiries. To better meet your needs, we may supplement the information we collect with data obtained from third parties for the same purposes.

DATA SHARING AND TRANSFER.

FLBD will not trade, sell or share your personal information for use by any third party without your consent, unless required by law or as disclosed to you when the information is collected. FLBD reserves the right to disclose your personally identifiable information based on the good faith belief that such action is necessary or appropriate to: (a) protect and defend the rights or property of FLBD, or (b) act in urgent circumstances to protect the safety or security of the public or of users of FLBD's services and/or the Site.

Your personal information will generally be stored in the FLBD databases, which are located in the United States. Our policy is to ensure that your information is always granted the same level of protection no matter where it is stored. In the event that FLBD is involved in a transaction such as a merger, stock purchase or sale, or sale of substantially all of FLBD's assets, your personal information may be transferred to the other party in such transaction.

USE OF YOUR PERSONALLY IDENTIFIABLE INFORMATION

Upon our collection of your personally identifiable information, FLBD may use such personally identifiable information internally, separately or in combination with pre-existing information, for the following purposes:

- To provide any requested services;
- To troubleshoot problems with the Site, or any services, as requested;
- To customize your experience or homepage on the Site;
- To enforce our Terms of Use; or
- To contact you with more information about FLBD and its services.

COOKIES AND OTHER TECHNOLOGIES

Cookies help us in many ways to make your visit to the Site more enjoyable and meaningful to you. Cookies are text information files that your web browser places on your computer when you visit a website. FLBD may use such "cookie" technology to obtain non-personal information from you as an online visitor. Most browsers accept cookies automatically, but can be configured not to accept them or to indicate when a cookie is being sent. FLBD may also use so-called "web beacons" to access the information contained in its cookies within the Site.

CHILDREN'S PRIVACY

We take utmost care of children's privacy, and take into consideration appropriate national and international laws and regulations on children's privacy.

SECURITY

We use commercially reasonable efforts to protect the personal information submitted to us, both during transmission and once we receive it. However, no method of transmission over the Internet, or method of electronic storage, is 100% secure. Therefore, while we strive to use commercially reasonable means to protect your personal information, we cannot guarantee its absolute security.

LINKS TO OTHER SITES

The Site may contain links to other websites. FLBD has no control over the privacy practices or the content of such websites. We recommend you carefully read the privacy policies of each site you visit.

CHOICE AND OPT-OUT PREFERENCES

Other than cookies or other technological means, FLBD does not collect your personally identifiable information unless you choose to provide it. If, at any time, you would like to correct, update or delete your personally identifiable information, or if you prefer not to receive any other form of communication from FLBD, please contact us via email at webmaster@flbdelmarva.com or via U.S. mail at: Fast Lane Biker Magazine Delmarva, 15 Glen Lane, Norristown, PA 19403.

YOUR ACCEPTANCE OF THIS PRIVACY POLICY AND REVISIONS TO THIS PRIVACY POLICY

By using the Site, you agree to this Privacy Policy. If you do not agree to this Privacy Policy, you may not use the Site. FLBD reserves the right, in our discretion, to change, modify, add or remove portions of this Privacy Policy at any time and from time to time, without prior notice to you. All revisions will be posted to the Site. We urge you to review this Privacy Policy frequently for changes. Your continued use of the Site means that you accept those changes.

QUESTIONS OR COMMENTS

FLBD welcomes questions and comments about this Privacy Policy. Questions or comments should be directed to the attention of EDITOR who oversees compliance with privacy requirements at: Fast Lane Biker Magazine Delmarva, 15 Glen Lane, Norristown, PA 19403.

NOTIFICATION OF MATERIAL CHANGES TO THIS PRIVACY POLICY

This section identifies material changes to this Privacy Policy since the Effective Date.

(None at present.)