

# Copyrights and Privacy Statement

Mid-Atlantic NATO (National Association of Theatre Owners), Inc.

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Mid-Atlantic NATO is committed to protecting your privacy as a visitor to this Website and as our customer. To our visitors and to our customers, we offer this pledge:

Mid-Atlantic NATO is the owner of the information, which is collected on this Website. We will not sell, disseminate, disclose, trade, transmit, transfer, share, lease or rent any personally identifiable information to any third party not specifically authorized by you to receive your information except as we have disclosed to you in this Privacy Policy.

## **Information Collection**

We use the information we collect from and about you to provide the Mid-Atlantic NATO and features to you, including: to measure and improve those Mid-Atlantic NATO and features; to improve your experience with both online and off-line Mid-Atlantic NATO by delivering content you will find relevant and interesting, including advertising and marketing messages; to allow you to comment on content, and participate in online games, contests, or rewards programs; to provide you with customer support and to respond to inquiries. When the information collected from or about you does not identify you as a specific person, we may use that information for any purpose or share it with third parties, including the purposes below.

We use the information we collect from and about you for these additional purposes:

To allow service providers to assist us in providing and managing the Mid-Atlantic NATO. Mid-Atlantic NATO may make your information available to certain third party service providers, such as contractors, agents or sponsors, who help us manage or provide the Mid-Atlantic NATO

To allow social sharing functionality. If you log in with or connect a social media service account with Mid-Atlantic NATO, we may share your information, including your user name, picture, and likes, as well

as your activities and comments with other Mid-Atlantic NATO' users and with your friends associated with your social media service. We may also share the same information with the social media service provider. By logging in with or connecting your Mid-Atlantic NATO account with a social media service, you are authorizing us to share information we collect from and about you with the social media service provider, other users and your friends and you understand that the social media service's use of the shared information will be governed by the social media service's privacy policy. If you do not want your personal information shared in this way, please do not connect your social media service account with your Mid-Atlantic NATO account and do not participate in social sharing on Mid-Atlantic NATO.

To provide co-branded services and features. We may offer co-branded services or features, such as contests, sweepstakes or other promotions together with a third party ("Co-Branded Services"). These Co-Branded Services may be hosted on Mid-Atlantic NATO or on the third party's service. By virtue of these relationships, we may share the information you submit in connection with the Co-Branded Service with the third party. The third party's use of your information will be governed by the third party's privacy policy.

To deliver relevant advertisements. Mid-Atlantic NATO and our service providers may use the information we collect from and about you to deliver relevant ads to you when you use the Mid-Atlantic NATO or another service. As noted above, third-party advertising networks and advertisers may use cookies and similar technologies to collect and track information such as demographic information, inferred interests, aggregated information, and activity to assist them in delivering advertising that is more relevant to your interests.

To contact you. Mid-Atlantic NATO may periodically send promotional materials or notifications related to the Mid-Atlantic NATO. If you want to stop receiving promotional materials, follow the unsubscribe instructions at the bottom of each email. There are certain service notification emails that you may not opt-out of, such as notifications of changes to the Mid-Atlantic NATO or policies. If you have installed a mobile app and you wish to stop receiving push notifications, you can change the settings either on your mobile device or through the app.

To share with our Company Affiliates. MID-ATLANTIC NATO may share your information with Company Affiliates for the purposes described in this Privacy Policy. A link to a website that lists Company Affiliates can be found at the beginning of this policy. Users who visit Company Affiliates' services should still refer to their separate privacy policies, which may differ in some respects from this Privacy Policy.

To share with business partners. MID-ATLANTIC NATO may share your information with business partners to permit them to send you marketing communications consistent with your choices.

To protect the rights of MID-ATLANTIC NATO and others. There may be instances when MID-ATLANTIC NATO may disclose your information, including situations where MID-ATLANTIC NATO has a good faith belief that such disclosure is necessary in order to: (i) protect, enforce, or defend the legal rights, privacy, safety, or property of MID-ATLANTIC NATO, our Company Affiliates or their employees, agents and contractors (including enforcement of our agreements and our terms of use); (ii) protect the safety, privacy, and security of users of the Mid-Atlantic NATO or members of the public; (iii) protect against

fraud or for risk management purposes; (iv) comply with the law or legal process; or (v) respond to requests from public and government authorities.

To complete a merger or sale of assets. If MID-ATLANTIC NATO sells all or part of its business or makes a sale or transfer of its assets or is otherwise involved in a merger or transfer of all or a material part of its business, MID-ATLANTIC NATO may transfer your information to the party or parties involved in the transaction as part of that transaction.

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We transmit non-personally identifiable information to third party service providers (e.g. Google) that collect website statistics. We may also transmit non-personally identifiable information to third party service providers that may use such information during your visits to this and other websites in order to provide advertisements about goods and services likely to be of greater interest to you.

One method of collecting such information is through the use of cookies. A cookie is a piece of data that is stored on a visitor's hard drive while they are visiting this Website. We may utilize a short-lived form of cookie when you visit this site. At Mid-Atlantic NATO, a cookie is only used to identify one unique visitor from another visitor during a particular session. A session is the period of active site-use while that unique visitor is linked to our server.

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The cookie expires and is deleted from the visitor's computer as soon as they close their browser or if they are not actively browsing our Website for more than 20 minutes. Should a previous visitor to our Website return for a new session, they will be issued a new cookie and in no way will they be recognized as a visitor from a previous visit or session.

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Please be aware that Mid-Atlantic NATO is not responsible for the content of third-party Websites linked to Mid-Atlantic NATO nor are we responsible for the privacy policy or practices of third-party Websites linked to Mid-Atlantic NATO. Our Privacy Policy only applies to information we collect from you while you are actively in a connection with Mid-Atlantic NATO. If you should link to a third-party Website from

Mid-Atlantic NATO, we strongly encourage you to review and become familiar with that Website's privacy policy.

### **Changes In Our Privacy Policy**

We reserve the right to change this Privacy Policy without providing you with advance notice of our intent to make the changes. If you have any questions about our privacy policy, please feel free to contact us.

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