

## ATSC PRIVACY STATEMENT

The ATSC Website provides customers with a gateway to services offered by our Company. Our data collection and use policies with respect to visitors to the Website are set forth in this statement (the "Policy"). By using this Website, you signify your acceptance of this Policy.

### **The Collection of Personal Information**

In some circumstances, ATSC may request personal information such as name, e-mail address, company name, or telephone number. Response to such inquiries is strictly voluntary. ATSC may use this information for business purposes, such as alerting the user to products and services that can assist you in your business, promoting site registration, and assisting with information retrieval.

The user may visit our site without divulging any personal information. However, there are areas of this site that require this information to complete the customization functions, and may not be available to those choosing not to reveal the information requested.

### **Protection of Personal Information**

ATSC takes reasonable precautions to safeguard the personally identifiable information transmitted between visitors and this Website and the personally identifiable information stored on our servers. Unfortunately, no data transmission over the Internet can be guaranteed to be 100% secure. As a result, although we strive to protect your personally identifiable information, we cannot ensure the security of any information you transmit to us through or in connection with the Website. No method of transmitting or storing data is completely secure. If you have reason to believe that your interaction with us is no longer secure, you must immediately notify us of the problem by contacting us at [info@atsc.com](mailto:info@atsc.com). 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.

### **Collecting Domain Information**

ATSC also collects domain information as part of its analysis of the use of this site. This data enables us to become more familiar with which customers visit our site, how often they visit and what parts of the site they visit most often. ATSC uses this information to improve its web-based offerings. This information is collected automatically.

### **Use of Cookies**

Some pages on this site use "cookies," which are small files that the site places on the users hard drive for identification purposes. These files are used for site registration and customization for subsequent visits. Please note that cookies cannot read data from your hard drive. Your web browser may allow you to be notified when you are receiving a cookie, giving you the choice to accept it or not. By not accepting cookies, some pages may not fully function and you may not be able to access certain information on this site.

ATSC reserves the right to change, modify, or update this statement at any time without notice.