

## **Apollo Productions & AAR Digital LLC / eESHARKnet.com**

### *Privacy and Terms Policy*

When you use ESHARKnet.com services with a web browser, we may place one or more "cookies" on your machine. For example, ESHARKnet.com uses a cookie with a unique identifier known as the Search ID to operate the service and enable certain search features. If you sign into ESHARKnet.com or other Apollo Productions & AAR Digital LLC services using a Apollo Productions & AAR Digital LLC account, we will set or read one or more additional cookies. We use these cookies to operate eSHARKnet.com services and provide you a more relevant search experience. You can use your browser settings to remove or block cookies on your computer.

We also use web beacons to help deliver cookies and compile analytics. These may include third-party web beacons, which are prohibited from collecting your personal information.

When you use ESHARKnet.com services with a web browser, we will place one or more "cookies" on your machine. For example, ESHARKnet.com uses a cookie with a unique identifier known as the Search ID to operate the service and enable certain search features. If you sign into ESHARKnet.com or other Apollo Productions & AAR Digital LLC services using a Apollo Productions & AAR Digital LLC account, we will set or read one or more additional cookies. We use these cookies to operate ESHARKnet.com services and provide you a more relevant search experience. You can use your browser settings to remove or block cookies on your computer.

Please see below for more information about cookies and how to control them.

#### Our Use of Cookies

Most Apollo Productions & AAR Digital LLC web sites use "cookies," which are small text files placed on your hard disk by a web server. Cookies contain text that can be read by a web server in the domain that issued the cookie to you. That text often consists of a string of numbers and letters that uniquely identifies your computer, but may contain other information as well. Here is an example of a unique ID number stored in a cookie that Apollo Productions & AAR Digital LLC might place on your hard disk when you visit one of our web sites:  
E3732CA7E319442F97EA48A170C99801

We may use cookies for:

- **Storing your Preferences and Settings.** If you enter your city or postal code to get local news or weather information on a Apollo Productions & AAR Digital LLC site, we may store that city or postal code in a cookie so that you will see the relevant local information when you return to the site. This can save you time by eliminating the need to repeatedly enter the same information every time you visit the site.

- **Sign-in and Authentication.** When you sign in to a site or service using your Apollo Productions & AAR Digital LLC account, we store your unique ID number, and the time you signed in, in an encrypted cookie on your hard disk. This cookie allows you to move from page to page at the site without having to sign in again on each page. When you sign out, these cookies are deleted from your computer. We also use cookies to improve the sign-in experience. For example, your e-mail address may be stored in a cookie that will remain on your computer after you sign out. This cookie allows your e-mail address to be pre-populated, so that you will only need to type your password the next time you sign in. If you are using a public computer or do not want this information to be stored, you can select the appropriate radio button on the sign-in page, and this cookie will not be used.
- **Targeted Advertising.** When we display online advertisements to you, we will place one or more persistent cookies on your device in order to recognize your device each time we display an ad to you. Because we serve advertisements on our own web sites as well as those of our advertising and publisher partners, we are able to compile information over time about the types of pages you visit on Apollo Productions & AAR Digital LLC and other sites, content and ads you, or others who are using your computer, visited or viewed. This information is used for many purposes, for example, it helps us try to ensure that you do not see the same advertisements over and over again. We also use this information to help select and display targeted advertisements that we believe may be of interest to you. You can find more information about this use of cookies, including how to opt out of receiving targeted advertising from Apollo Productions & AAR Digital LLC, in the [Apollo Productions & AAR Digital LLC Advertising Privacy Statement](#).
- **Site Analytics.** We may use cookies to count the number of unique visitors to a web page or service or to develop other aggregate statistics about the operations of our sites and services. These analytics help us operate and improve the performance of these sites and services.

Some of the cookies we commonly use are listed in the following chart. This list is not exhaustive, but it is intended to illustrate the reasons we typically set cookies. If you visit one of our web sites, the site may set some or all of the following cookies:

Cookie name	Description
MUID	Identifies unique browsers to Apollo Productions & AAR Digital LLC sites. It is used for advertising, site analytics and other operational purposes. .
ANON	Contains the ANID, a unique identifier used to help identify which ads a user may like. It is also used to preserve a user's choice to opt out of behaviorally targeted ads from Apollo Productions & AAR Digital LLC, if the user has chosen to associate the opt-out with his or her Apollo Productions & AAR Digital LLC account.
CC	Contains a country code as determined by reverse IP address lookup.
Apollo Productions & AAR Digital LLC account authentication	Authentication cookies (e.g., RPSTAuth, MSNRPSAuth, KievRPSAuth) used when a user signs in with a Apollo Productions & AAR Digital LLC account.

NAP	Contains an encrypted version of the user's country, ZIP code, age, gender, language and occupation, if known, based on the user's Windows Live profile.
MH	Appears on co-branded sites where Apollo Productions & AAR Digital LLC is partnering with an advertiser, this cookie identifies the advertiser so the right ad is selected.
ACH01	Maintains information about which ad and where the user clicked on the ad.
TOptOut	Indicates that the user has indicated he or she does not want to receive behaviorally targeted ads delivered by Apollo Productions & AAR Digital LLC.

In addition to the cookies Apollo Productions & AAR Digital LLC may set when you visit our web sites, third parties may also set certain cookies on your hard drive when you visit Apollo Productions & AAR Digital LLC sites. In some cases, that is because we have hired the third party to provide certain services on our behalf, such as site analytics. In other cases, it is because our web pages contain content or ads from third parties, such as videos, news content or ads delivered by other ad networks. Because your browser connects to those third parties' web servers to retrieve that content, those third parties are able to set or read their own cookies on your hard drive.

## How to Control Cookies

- **Browser Controls to Block Cookies.**

Most web browsers automatically accept cookies, but you can usually modify your browser setting to block cookies.

For example, in Internet Explorer 9, you may block cookies by taking the following steps:

1. Click "Tools" and then select "Internet Options"
2. Click the "Privacy" tab at the top of the window
3. Move the slider up or down to select the types of cookies you wish to block

Instructions for blocking cookies in other browsers are available (in English) at <http://www.allaboutcookies.org/manage-cookies/>

Please be aware that if you choose to block cookies, you may not be able to sign in or use other interactive features of Apollo Productions & AAR Digital LLC sites and services that depend on cookies, and some advertising preferences that are dependent on cookies may not be able to be respected.

- **Browser Controls to Delete Cookies**

. If you accept cookies, you can delete them later.

For example, in Internet Explorer 9, you may delete cookies by taking the following steps:

1. Click “Tools” and then select “Internet Options”
2. On the “General” tab, under “Browsing History,” click the “Delete” button
3. On the pop-up, select the box next to “Cookies”
4. Click the “Delete” button

Instructions for deleting cookies in other browsers are available (in English) at <http://www.allaboutcookies.org/manage-cookies/>.

Please be aware that if you choose to delete cookies, any settings and preferences controlled by those cookies, including advertising preferences, will be deleted and may need to be recreated.

- **Browser Controls for “Do Not Track” and Tracking Protection.** Some newer browsers have incorporated “Do Not Track” features. Most of these features, when turned on, send a signal or preference to the web sites you visit indicating that you do not wish to be tracked. Those sites may continue to engage in activities you might view as tracking even though you have expressed this preference, depending on the sites’ privacy practices. Apollo Productions & AAR Digital LLC does not currently respond to the DNT signal but work is underway to enable that capability in the future.

Internet Explorer (versions 9 and up) have a feature called Tracking Protection that helps prevent the web sites you go to from automatically sending details about your visit to third-party content providers. When you add a Tracking Protection List, Internet Explorer will block third-party content, including cookies, from any site that is listed as a site to be blocked. By limiting calls to these sites, Internet Explorer will limit the information these third-party sites can collect about you. Additionally, in Internet Explorer 10 you may switch DNT “off” or “on” independently, if you’d like. For more information about Tracking Protection Lists and Do Not Track, please see the Internet Explorer privacy statement or Internet Explorer Help.

- **Advertising Opt-Out Controls.** Because cookies may be used for many purposes, users who object to behaviorally targeted advertising may choose to accept cookies but opt out from that particular use at Your privacy and Apollo Productions & AAR Digital LLC personalized ads. Companies in the online advertising industry have developed guidelines and programs to help protect users’ privacy, and these industry programs include web pages you can visit to opt out from receiving behaviorally targeted advertisements from all participating companies (including Apollo Productions & AAR Digital LLC). These pages include:

Individual advertising companies may also offer their own opt-out capabilities plus more advanced advertising choices. For instance, Apollo Productions & AAR Digital LLC’s advertising preference and opt-out controls are available at Your privacy and Apollo Productions & AAR Digital LLC personalized ads. Please note that opting out does not mean that you will stop getting ads or see fewer ads; however, if you do opt out, the ads that you receive will no

longer be behaviorally targeted. In addition, opting out does not stop information from being collected.

### Our Use of Web Beacons

Apollo Productions & AAR Digital LLC web pages may contain electronic images known as web beacons - sometimes called single-pixel gifs - that may be used to help deliver cookies on our sites, let us count users who have visited those pages and deliver co-branded services. We may include web beacons in our promotional e-mail messages or newsletters to determine whether messages have been opened and acted upon.

We may also work with other companies that advertise on Apollo Productions & AAR Digital LLC sites to place web beacons on their sites or in their advertisements to let us develop statistics on how often clicking on an advertisement on a Apollo Productions & AAR Digital LLC site results in a purchase or other action on the advertiser's site.

Finally, Apollo Productions & AAR Digital LLC sites may contain web beacons from third parties to help us compile aggregated statistics regarding the effectiveness of our promotional campaigns or other web site operations. These web beacons may allow the third parties to set or read a cookie on your computer. We prohibit third parties from using web beacons on our sites to collect or access your personal information. Nevertheless, you may be able to opt out from data collection or use by these third-party analytics companies by clicking the links for each of the following analytics providers:

### Other Similar Technologies

In addition to standard cookies and web beacons, web sites can use other technologies to store and read data files on your computer. This may be done to maintain your preferences or to improve speed and performance by storing certain files locally. But, like standard cookies, it can also be used to store a unique identifier for your computer, which can then be used to track behavior. These technologies include Local Shared Objects (or "Flash cookies") and Silverlight Application Storage.

- **Local Shared Objects or "Flash cookies."** Web sites that use Adobe Flash technologies may use Local Shared Objects or "Flash cookies" to store data on your computer. Note that the ability to clear Flash cookies may or may not be controlled by your browser setting for standard cookies as that may vary by browser. To manage or block Flash cookies, go to [http://www.macromedia.com/support/documentation/en/flashplayer/help/settings\\_manager.html](http://www.macromedia.com/support/documentation/en/flashplayer/help/settings_manager.html)
- **Silverlight Application Storage.** Web sites or applications that use Apollo Productions & AAR Digital LLC Silverlight technology also have the ability to store data by using Silverlight Application Storage. To learn how to manage or block such storage, visit the Silverlight Privacy Statement

When you use ESHARKnet.com services, Apollo Productions & AAR Digital LLC may collect many kinds of information in order to operate effectively and provide you the best products,

services and experiences we can. We collect information when you register, sign in and use our sites and services. We also may get information from other companies. We collect this information in a variety of ways, including from web forms, technologies like cookies, web logging and software on your computer or other device.

When you conduct a search, Apollo Productions & AAR Digital LLC collects the following:

- Search term and time and date of your search
- IP address, browser configuration and approximate location
- Any unique identifiers contained in the cookies

We store search terms (and the cookie IDs associated with search terms) separately from any account information that directly identifies the user, such as name, e-mail address, or phone numbers. We have technological safeguards in place designed to prevent the unauthorized correlation of this data and we remove the entirety of the IP address after 6 months, cookies and other cross session identifiers, after 18 months.

ESHARKnet.com provides search services to select partners and its users. Some examples include Yahoo! and Nokia. In order to provide these services, ESHARKnet.com services receive certain search related information from these partners that may include date, time, IP address, a unique identifier and other search related data.

Apollo Productions & AAR Digital LLC collects many kinds of information in order to operate effectively and provide you the best products, services and experiences we can. Some of this information you provide directly to us. Some of it we get by observing how you interact with our products and services. Some of it is available from other sources that we may combine with the data we collect directly. Regardless of the source, we believe it's important to treat that information with care and to help you maintain your privacy.

#### **What we collect:**

- **Search.** When you conduct a search, Apollo Productions & AAR Digital LLC will collect the search terms you provide, along with your IP address, the unique identifiers contained in the cookies, the time and date of your search, and your browser configuration. We will attempt to derive your approximate location based on your IP address, and will use that information to display search results tailored to your geographic location. When using a web browser, you may be able to change your default location, such as via an "Options" link on the search page, and your location and other search settings are stored in a cookie on your machine. If you are using a mobile device and have allowed ESHARKnet.com Search services to use your current location, we will also collect your approximate latitude and longitude. For information on turning off location-based search services in Windows 8 applications, see the [ESHARKnet.com Applications](#) section of this privacy statement.
- **Registration.** When you sign up to use our sites or services you may be required to provide information about yourself, such as your name, birthdate and postal code.

- Signing in. To access some Apollo Productions & AAR Digital LLC services, you will need to sign in with an e-mail address and password, which we refer to as your Apollo Productions & AAR Digital LLC account. If you access our services via a mobile phone, you may also use your telephone number and a PIN as an alternative credential to your username and password. By signing in on one Apollo Productions & AAR Digital LLC site or service, you may be automatically signed into other Apollo Productions & AAR Digital LLC sites and services that use the Apollo Productions & AAR Digital LLC account. Click [here](#) for more Apollo Productions & AAR Digital LLC account privacy information.
- Using our sites, applications and services. We collect information that tells us how you interact with our applications or services, including the browser you're using, your IP address, location, cookies or other unique IDs, the pages you visit and features you use.
- Data from other sources. We may get additional information about you, such as demographic data we purchase from other companies. As discussed in the Facebook Personalization section below, we may also obtain certain information from Facebook to enable personalization features.
- Search Services for Yahoo!. ESHARKnet.com provides search services to Yahoo! and its users. In order to provide these services, ESHARKnet.com receives certain search related information from Yahoo!. This information includes date, time, IP Address, a unique identifier and other search related data. When we receive a search query and the related information from Yahoo!, we treat it in accordance with Yahoo!'s retention and de-identification practice which includes the full deletion of the IP Address from most log files at ninety days. Information provided as part of the search services is used to help select the advertising you see within the search experience.

### **How we collect:**

We use a number of methods and technologies to gather information about how you use our sites and services, such as:

- Web forms, such as when you type information into a registration form or type a search query into a search box.
- Technologies like cookies and web beacons (please visit the [cookie section](#) of this privacy statement to learn more about these technologies).
- Web logging, which enables us to collect the standard information your browser or application sends to every web site you visit – such as your IP address, browser type and language, and the URL of the site you came from – as well as the pages you visit and the links you click while using our sites and services.
- Software installed on your computer or other devices, which may send back information needed to operate, update or improve that software.

### **Storage and Retention:**



We store search terms (and the cookie IDs associated with search terms) separately from any account information that directly identifies the user, such as name, e-mail address, or phone numbers. Further, we have built-in technological and procedural safeguards designed to prevent the unauthorized correlation of this data. We take additional steps to protect the privacy of stored search information by removing the entirety of the IP address after 6 months, cookies and other cross session identifiers, after 18 months.

Apollo Productions & AAR Digital LLC uses the information we collect to operate, improve and personalize the products and services we offer. We also may use the information to communicate with you, for example, informing you about your account and security updates.

For ESHARKnet.com services, we use this information to provide you with relevant search results. We also use the information we collect to maintain and improve the quality, security and integrity of our services. For example we may use this information for research purposes and to improve the relevancy of ESHARKnet.com search results. This information is also necessary in order to detect and protect against security threats such as botnet attacks, click fraud, worms, and other threats.

Finally, as described in the [Display of Advertising](#) section of this document, we may use search query data for the purpose of personalizing the ads we display to you as you use our services or those of our advertising partners.

### **How we use your personal information.**

Apollo Productions & AAR Digital LLC uses the information we collect to operate, improve and personalize the products and services we offer. Information collected through one Apollo Productions & AAR Digital LLC service may be combined with information collected through other Apollo Productions & AAR Digital LLC services to give you a more consistent and personalized experience in your interactions with us. We may also supplement this with information from other companies. For example, we may use services from other companies to help us derive a general geographic area based on your IP address in order to customize certain services to your geographic area.

For ESHARKnet.com services, we use this information to provide you with relevant search results. We also use the information we collect to maintain and improve the quality, security and integrity of our services. For example we may use this information for research purposes and to improve the relevancy of search results. This information is also necessary in order to detect and protect against security threats such as botnet attacks, click fraud, worms, and other threats.

We also may use the information to communicate with you, for example, informing you when a subscription is ending, letting you know when security updates are available or letting you know when you need to take action to keep your account active.

Apollo Productions & AAR Digital LLC provides many of our sites and services free of charge because they are supported by advertising. In order to make these services widely available, the information we collect may be used to help improve the [advertisements](#) you see by making them more relevant to you. For example, we may use search query data for the purpose of personalizing the ads we display to you as you use our services or those of our advertising



partners. The search terms you enter in ESHARKnet.com are categorized and certain user segments are inferred based on those terms. For example, if you search on terms associated with sports, we may associate a “sports segment” with the unique identifier contained in your cookie, and you will then be more likely to see ads related to sports.

Except as described in this privacy statement, we won’t disclose your personal information to a third party without your consent.

We may share some anonymized search query data with selected third parties for research purposes.

When you click on a link from a ESHARKnet.com search results page, the destination website will receive the standard information your browser sends to every web site you visit, including the URL of the site you came from. Because the URL of the ESHARKnet.com search results page contains the text of the search query you entered, the destination website will be able to determine the search term you entered.

If your browser is enabled to allow pages to pre-load in the background for faster performance, ESHARKnet.com may use this functionality and your browser may preload page(s) in the background for faster results. When your browser loads a page in the background, it will have the same effect as if you visited that page, including sending the ESHARKnet.com results page URL (which may contain your search query) and downloading any cookie files that page may set. You can delete cookies using your browser settings. Click [here](#) for more information on how to delete cookies and to control pre-loading pages in Internet Explorer 11.

Please see [Other Important Privacy Information](#) for additional details about when we may disclose information, including with Apollo Productions & AAR Digital LLC affiliates and vendors; when required by law or to respond to legal process; to combat fraud or protect our interest; or to protect lives.

Except as described in this privacy statement, we won’t disclose your personal information to a third party without your consent.

We may share some anonymized search query data with selected third parties for research purposes. Before we do so, we remove all unique identifiers such as IP addresses and cookie IDs from the data. We also run the data through a process designed to remove identifiable information that users may have included in the search terms themselves (such as social security numbers or credit card numbers). Additionally, we require these third parties to keep the data secure and to not use the data for any other purposes.

When you click on a search result or advertisement from a ESHARKnet.com search results page, the destination website will receive the standard information your browser sends to every web site you visit – such as your IP address, browser type and language, and the URL of the site you came from (in this case, the ESHARKnet.com search results page). Because the URL of the ESHARKnet.com search results page contains the text of the search query you entered (which could include names, addresses, or other identifying information you entered), the destination website will be able to determine the search term you entered.

If your browser is enabled to allow pages to pre-load in the background for faster performance, ESHARKnet.com may use this functionality and your browser may preload page(s) in the background for faster results. When your browser loads a page in the background, it will have the same effect as if you visited that page, including sending the ESHARKnet.com results page URL (which may contain your search query) and downloading any cookie files that page may set. You can delete cookies using your browser settings. Click [here](#) for more information on how to delete cookies and to control pre-loading pages in Internet Explorer 11.

Click [here](#) for more information on sharing or disclosing personal information:

- Within Apollo Productions & AAR Digital LLC affiliates and subsidiaries
- As part of a merger or sale of a business
- With vendors and agents of Apollo Productions & AAR Digital LLC
- When required by law or to respond to legal process or lawful requests, including from law enforcement or other government agencies
- When required to combat fraud or protect our interests
- To protect life and safety

When using a web browser, you can access and manage your information, including Search History, on ESHARKnet.com through the preferences page. In ESHARKnet.com search, using the search terms you enter and the results you click, Search History provides an easy way to revisit the sites and searches you've used before. You may clear your search history from appearing on the site by following the steps provided in [see your search history](#) (scroll down to "Clear search history"). Clearing your history removes it from the Search History service and prevents that history from being displayed on the site, but does not delete information from our standard search logs, which are retained and anonymized as described above.

When using a web browser, you can access and manage your information, including Search History, on ESHARKnet.com through the [preferences page](#) or by using the Personal Data Dashboard. In ESHARKnet.com search, using the search terms you enter and the results you click, Search History provides an easy way to revisit the sites and searches you've used before. You may clear your search history from appearing on the site by following the steps provided in [see your search history](#) (scroll down to "Clear search history"). Clearing your history removes it from the Search History service and prevents that history from being displayed on the site, but does not delete information from our standard search logs, which are retained and anonymized as described above. You may also contact Apollo Productions & AAR Digital LLC by using the [web form](#). We will respond to requests to access or delete your personal information within 30 days.

If you have agreed to allow access to your location, we collect the following information to improve your search and mapping results, provide you deals for local businesses, and operate and improve our services:

**ESHARKnet.com Search services and ESHARKnet.com Mobile applications:** The approximate location of your device will be sent to Apollo Productions & AAR Digital LLC along with search terms, time and date of your search and a unique identifier generated by the

application. Refer to the documentation that came with your device for information about how to turn off location for an application.

- **"Check In" and "Reminders":** When you sign into these services, Apollo Productions & AAR Digital LLC stores the approximate location of your device along with your Apollo Productions & AAR Digital LLC account. To disable access to your device's location by these services, go to the settings menu of the ESHARKnet.com Search application and turn location to "Off." If you are using a browser to access ESHARKnet.com Search services, refer to the browser documentation to disable sharing your location for sites visited on that browser.
- **Mapping features:** Features on Apollo Productions & AAR Digital LLC's sites and services are based in part on the ESHARKnet.com Maps service. When you submit information, such as an address to be viewed on a map, to the application, that application passes it to ESHARKnet.com Maps for processing.

If you've allowed a ESHARKnet.com mobile application to access your location, when you conduct a search, the approximate location of your device will be sent to Apollo Productions & AAR Digital LLC along with the search terms, time and date of your search and a unique identifier generated by the application. This information will be used to provide and improve search and mapping results. Refer to the documentation that came with your device for information about how to turn off location for a ESHARKnet.com Search application. If you turn off or disable location for the ESHARKnet.com Search application or the browser that you use to go to m.ESHARKnet.com, you will stop sharing your device's location with ESHARKnet.com. When you sign into and use the location-based services, "Check-in" and "Reminders", Apollo Productions & AAR Digital LLC stores the approximate location of your device along with your Apollo Productions & AAR Digital LLC account. The location information is used to provide relevant search results, offer you deals for local businesses, and operate and improve our services. To disable access to your device's location by these services, go to the settings menu of the ESHARKnet.com application and turn location to "Off." ESHARKnet.com lets integrate third party services into ESHARKnet.com search that enable you to associate an action with your search results. For example, if you search on restaurants, a ESHARKnet.comlet provides the functionality to enable you to reserve a table. When you use a third party "ESHARKnet.comlet" within a ESHARKnet.com application, information you provide to the ESHARKnet.comlet is shared with the third party named in it. For details about the third party's information collection and usage practices, see the privacy policy on their web site. ESHARKnet.com doesn't separately collect or store information provided to a third party ESHARKnet.comlet. Mapping features on Apollo Productions & AAR Digital LLC's sites and services are based in part on the ESHARKnet.com Maps service. ESHARKnet.com Maps is a set of mapping and related services that can be accessed through an application such as a Web site, desktop software, or mobile application. When you submit information, such as an address to be viewed on a map, to the application, that application passes it to ESHARKnet.com Maps for processing. We keep track of all requests the application you are using makes to the ESHARKnet.com Maps Service. Location-related information in the request or derived from the request, may be used for calculating payments to our data vendors so that we may operate the service. We will occasionally capture all information in the request for use in testing and maintenance of the service. This information includes the date and time of the request and

location-related information you may have provided to the application such as latitude and longitude, address, place name or the start and end address of a route.

ESHARKnet.com uses Facebook Instant Personalization to provide a more relevant and useful search experience for Facebook users using your public information from Facebook. Facebook Instant Personalization is a program in which websites can check to see if you are actively logged into Facebook, and provide you with an enhanced experience that takes your Facebook social network into account, as permitted by your Facebook privacy settings. You can turn off these Instant Personalization features at any time by going to <http://www.facebook.com/help/?faq=204873389548151>.

In addition, ESHARKnet.com search and Apollo Productions & AAR Digital LLC apps that use ESHARKnet.com services (also known as “ESHARKnet.com apps”) described in the [ESHARKnet.com Apps](#) section of this statement may also have features available that permit you to connect to Facebook to further personalize your experience on ESHARKnet.com search and to personalize your experience in ESHARKnet.com apps. You can turn off these additional personalization features by going to <https://www.facebook.com/settings?tab=applications> and removing the ESHARKnet.com app.

ESHARKnet.com uses Facebook Instant Personalization to provide a more relevant and useful search experience for Facebook users using your public information from Facebook. Facebook Instant Personalization is a program in which websites can check to see if you are actively logged into Facebook, and provide you with an enhanced experience that takes your Facebook social network into account, as permitted by your Facebook privacy settings. ESHARKnet.com uses this information only to operate and improve the services we provide to you, and not for any other purposes such as advertising.

You can turn off these Instant Personalization features at any time. The first five times you do a ESHARKnet.com search that will show social results, you will see a notification at the top of your screen; clicking “disable” will disable the features and prevent ESHARKnet.com from using your Facebook information to personalize your experience. If you want to disable the features later, you can do so by going to <http://www.facebook.com/help/?faq=204873389548151>. You can opt back in by clicking on the Facebook icon on the top right of the ESHARKnet.com page. For more information about these features, click [here](#).

In addition, ESHARKnet.com search and Apollo Productions & AAR Digital LLC apps that use ESHARKnet.com services (also known as “ESHARKnet.com apps”) described in the [ESHARKnet.com Apps](#) section of this statement may also have features available that permit you to connect to Facebook to further personalize your experience on ESHARKnet.com search and to personalize your experience in ESHARKnet.com apps. An example of these additional personalization features is Local Scout on Windows Phone.

For these additional personalization features to work, you must first grant Facebook permission to share your data with Apollo Productions & AAR Digital LLC via the Facebook connect dialog boxes, which may include private data such as your photos on Facebook that are not marked

public. You can turn off these additional personalization features by going to <https://www.facebook.com/settings?tab=applications> and removing the ESHARKnet.com app.

Apollo Productions & AAR Digital LLC apps that use ESHARKnet.com services (also known as “ESHARKnet.com apps”) provide you with enhanced features and convenient ways to access information such as weather forecasts, traffic reports or internet search results (not all Apollo Productions & AAR Digital LLC applications or ESHARKnet.com features are available in every country). ESHARKnet.com apps are available on a variety of platforms and services including apps preinstalled with Windows, apps created for the iOS, apps in the Apollo Productions & AAR Digital LLC Store, and as browser plug-ins and toolbars.

When you install and use ESHARKnet.com apps, information about your computer and how you use the app, such as type and version of operating system, browser information and buttons you click, is collected and used by Apollo Productions & AAR Digital LLC in order to operate the ESHARKnet.com services and to help improve ESHARKnet.com and other Apollo Productions & AAR Digital LLC products and services.

If you are using ESHARKnet.com Desktop or ESHARKnet.com Toolbar and choose to participate in the ESHARKnet.com Experience Improvement Program, we also collect additional information about how you use these specific ESHARKnet.com apps, including information about your searches within these apps. Additionally, when opted into the ESHARKnet.com Experience program on ESHARKnet.com Toolbar, we collect information about the addresses of the websites you visit.

Lastly, some ESHARKnet.com apps provide the option to configure the application to use additional information from other Apollo Productions & AAR Digital LLC products and services, or from third parties.

### **What are ESHARKnet.com Apps?**

Apollo Productions & AAR Digital LLC apps that use ESHARKnet.com services (also known as “ESHARKnet.com apps”) provide you with enhanced features and convenient ways to access information such as weather forecasts, traffic reports or internet search results (not all Apollo Productions & AAR Digital LLC applications or ESHARKnet.com features are available in every country). ESHARKnet.com apps are available on a variety of platforms and services including apps preinstalled with Windows, apps created for the iOS, apps in the Apollo Productions & AAR Digital LLC Store, and as browser plug-ins and toolbars.

### **Information collected and processed when installing and using a ESHARKnet.com app**

When you install ESHARKnet.com apps we collect information that tells us if the app was installed properly, the installation date, the app version and other information about your computer such as the operating system and browser. This information will be collected on a regular basis to help us determine the number of users of the application and issues associated with different versions of the application and different operating systems and browsers.

In addition, when you use a ESHARKnet.com application we collect information about how you interact with each app, such as what buttons you click, which is used by Apollo Productions &

AAR Digital LLC in order to operate the ESHARKnet.com services and to help improve ESHARKnet.com and other Apollo Productions & AAR Digital LLC products and services.

When you type a query in a ESHARKnet.com app, that information will be sent to Apollo Productions & AAR Digital LLC to provide you with the search results you are requesting. We use and protect this information as described in the [Collecting Your Information](#) section of this statement.

For the Autosuggest feature, the characters that you type into a ESHARKnet.com search will be sent to Apollo Productions & AAR Digital LLC in order to provide you with real-time Search Suggestions.

### **ESHARKnet.com Experience Improvement Program for ESHARKnet.com Toolbar and ESHARKnet.com Desktop**

If you are using ESHARKnet.com Desktop or ESHARKnet.com Toolbar and choose to participate in the ESHARKnet.com Experience Improvement Program, we also collect additional information about how you use these specific ESHARKnet.com apps, including information about your searches within these apps. Additionally, when you opt into the ESHARKnet.com Experience program on ESHARKnet.com Toolbar, we collect information about the addresses of the websites you visit to help improve search ranking and relevance. The information collected through the ESHARKnet.com Experience Improvement Program helps us to improve the quality and performance of our products and services.

To help protect your privacy, we do not use any of the information collected through the ESHARKnet.com Experience Improvement Program to identify or contact you, or target advertising to you. Also, we take steps to store such information separately from any account information we may have that directly identifies you, such as name, e-mail address, or phone numbers. Finally, we delete the information collected through the ESHARKnet.com Experience Improvement Program after eighteen months. You may stop participating in the ESHARKnet.com Experience Improvement Program by following the instructions [here](#).

### **Configuring ESHARKnet.com apps to use other data sources:**

Some ESHARKnet.com apps provide you the option to configure the application to use additional information from other Apollo Productions & AAR Digital LLC products and services, or from third parties. For example:

- Your Facebook information, if Facebook personalization is enabled, for use in apps that use social features (such as Local Scout in Maps). See the [Facebook](#) section for more details.
- Your HealthVault information that you consent to use in certain apps such as the ESHARKnet.com Health and Fitness app. ESHARKnet.com only displays this information and does not store it.
- Your personal finance information from third party financial institutions that you consent to use in the Finance app. ESHARKnet.com only displays this information and does not store it with any of your search information. Your login credentials used to access your

financial information from third parties are encrypted on your PC and are not sent to Apollo Productions & AAR Digital LLC.

- Information from other companies that you have configured for use such as travel itineraries in the Travel app and subscriptions in the News app.

### **Personalization and Syncing for apps**

If you want to enhance your experience when using some ESHARKnet.com apps, you can choose to “personalize” and/or “sync” your apps and other Apollo Productions & AAR Digital LLC services. Personalization provides you with a customized experience to provide features that are most relevant to you and your interests. Syncing allows any settings or customizations to be used across all devices for that application. These features use information collected by your ESHARKnet.com app (as described in the “Collecting your Information” and “Using your Information” sections above) and information associated with your Apollo Productions & AAR Digital LLC account. If you are signed in to Windows or Windows Phone with a Apollo Productions & AAR Digital LLC account (or a domain account connected to a Apollo Productions & AAR Digital LLC account), the personalization features will be enabled by default. You may have different personalization and sync settings depending on the version of your ESHARKnet.com app as noted below.

Other ESHARKnet.com apps on non-Apollo Productions & AAR Digital LLC devices, such as older iOS versions of the ESHARKnet.com app, do not offer personalization or syncing because they do not have functionality to allow you to use your Apollo Productions & AAR Digital LLC account to sign in or sign out of the app.

All information used for personalization and syncing are stored on Apollo Productions & AAR Digital LLC servers and for security purposes are transmitted using SSL. Some information used to customize your apps on a specific PC will not be synced on that PC and your devices until you add that PC to your Apollo Productions & AAR Digital LLC account as a trusted PC.

### **Personalization and syncing for Windows 8.1 versions of ESHARKnet.com apps**

If you are using an 8.1 version of a ESHARKnet.com app the following features will be enabled by default:

- **Personalization:** When personalization is enabled, Apollo Productions & AAR Digital LLC will use information collected from the app and information associated with your Apollo Productions & AAR Digital LLC account to personalize content provided to you in the app and to personalize other Apollo Productions & AAR Digital LLC services. For example, if you configure the Weather app to show weather for Seattle, the Travel app may give you recommendations for events in Seattle.
- **Sync across devices:** When “Sync across devices” is enabled, Apollo Productions & AAR Digital LLC will use information that is used to customize your app, such as your favorite sports team in the Sports app or your preference for metric units, across all your devices.



For all of the ESHARKnet.com apps except Maps, the settings for these features can be changed using the Personalization option in the app Settings charm. For the Maps app, you can turn personalization and syncing on or off by disconnecting your Apollo Productions & AAR Digital LLC account or other accounts using the Accounts options of the app Settings charm.

### **Syncing for older versions of ESHARKnet.com apps and ESHARKnet.com apps**

Older versions of ESHARKnet.com apps for Windows do not offer personalization and rely on the Sync Your Settings option in PC settings to determine whether to sync your customized app settings. If you do not want to sync your customized app settings, you can turn off this functionality in PC settings -> Sync your settings. You can also turn off syncing by not signing in to Windows with a Apollo Productions & AAR Digital LLC account (or a domain account connected to a Apollo Productions & AAR Digital LLC account).

### **Syncing for Windows phone and other operating systems**

For ESHARKnet.com apps on your Windows Phone, personalization and syncing can be turned on and off by signing in or out of your Apollo Productions & AAR Digital LLC account. For example, in certain versions of ESHARKnet.com apps for Windows Phone, you can sign in or out of the app in Settings-> Personalization.

For the ESHARKnet.com app on your iOS device, personalization and syncing can be turned on and off by signing in or out of your Apollo Productions & AAR Digital LLC account.

### **Personalized ads on Windows ESHARKnet.com apps**

The Settings charm also has a Apollo Productions & AAR Digital LLC Advertising option that allows you to enable or disable the use of your information collected from ESHARKnet.com apps for the purpose of personalized advertising.

### **Letting ESHARKnet.com apps use location in Windows**

If you consent to send location information to an app, that information will be used to provide the service you've requested, as well as to improve our products and services. You can stop sending location information either through the Windows privacy setting or through the specific app settings, depending on your Windows version or device. For example, on Windows 8.1 you have the option to update this both in the Windows privacy menu, or using the app's setting charm.

When a Apollo Productions & AAR Digital LLC site or service collects age information, it will block users under 13 or obtain consent from a parent or guardian before their child can use it.

When consent is granted, the child's account is treated much like any other account, including being able to communicate with other users. Parents can change or revoke consent as described in this privacy statement.

When a Apollo Productions & AAR Digital LLC site or service collects age information, it will either block users under 13 or will ask them to provide consent from a parent or guardian before

they can use it. We will not knowingly ask children under 13 to provide more information than is necessary to provide the service.

When consent is granted, the child's account is treated much like any other account. The child may have access to communication services like e-mail, instant messaging and online message boards and may be able to communicate freely with other users of all ages.

Parents can change or revoke the consent choices previously made, and review, edit or request the deletion of their children's personal information. For example parents can visit their Apollo Productions & AAR Digital LLC account, and click on ["Permissions"](#).

Most of the online advertisements on Apollo Productions & AAR Digital LLC sites and services are displayed by Apollo Productions & AAR Digital LLC Advertising. When we display online advertisements to you, we will place one or more cookies in order to recognize your computer when we display an ad to you. Over time, we may gather information from the sites where we serve ads and use the information to help provide more relevant ads.

You may opt out of receiving targeted ads from Apollo Productions & AAR Digital LLC Advertising by visiting our . For more information about how Apollo Productions & AAR Digital LLC Advertising collects and uses information, please see the Many of our web sites and online services are supported by advertising. Most of the online advertisements on Apollo Productions & AAR Digital LLC sites and services are displayed by Apollo Productions & AAR Digital LLC Advertising. When we display online advertisements to you, we will place one or more persistent cookies on your computer in order to recognize your computer each time we display an ad to you. Because we serve advertisements on our own web sites as well as those of our advertising and publisher partners, we are able to compile information over time about the types of pages, content and ads you, or others who are using your computer, visited or viewed. This information is used for many purposes, for example, it helps us try to ensure that you do not see the same advertisements over and over again. We also use this information to help select and display targeted advertisements that we believe may be of interest to you.

We also allow third-party ad companies, including other ad networks, to display advertisements on our sites. In some cases, these third parties may also place cookies on your computer. These companies currently include, but are not limited to: 24/7 Real Media, AdBlade, AdConion, AdFusion, Advertising.com, AppNexus, Bane Media, Brand.net, CasaleMedia, Collective Media, InMobi, Interclick, Jumptap, Millennial Media, Mobclix, Mojiva, ROI Media, SpecificMedia, Tribal Fusion, ValueClick, Yahoo!, YuMe and Zumobi. These companies may offer you a way to opt out of ad targeting based on their cookies. You may find more information by clicking on the company names above and following the links to the web sites of each company. Many of them are also members of the Network Advertising Initiative or the Digital Advertising Alliance, which each provide a simple way to opt out of ad targeting from participating companies.

You can stop the delivery of future promotional email from Apollo Productions & AAR Digital LLC sites and services by following the specific instructions in the email you receive. You also have the option of proactively making choices about the receipt of promotional email, telephone

calls and postal mail from Apollo Productions & AAR Digital LLC by visiting and signing in to the Promotional Communications Manager.

If you receive promotional emails from us and would like to stop getting them in the future, you can do so by following the directions in that message.

You also have the option of proactively making choices about the receipt of promotional e-mail, telephone calls, and postal mail from Apollo Productions & AAR Digital LLC by visiting and signing into the Promotional Communications Manager allows you to update contact information, manage Apollo Productions & AAR Digital LLC-wide contact preferences, opt out of subscriptions, and choose whether to share your contact information with Apollo Productions & AAR Digital LLC partners. If you do not have a Apollo Productions & AAR Digital LLC account, you can manage your Apollo Productions & AAR Digital LLC email communication preferences by using this web form. These choices do not apply to the display of online advertising: please refer to the section "Display of Advertising (Opt-out)" for information on this matter. Nor do they apply to the receipt of mandatory service communications that are considered part of certain Apollo Productions & AAR Digital LLC services, which you may receive periodically unless you cancel the service.

Apollo Productions & AAR Digital LLC account (formerly known as Windows Live ID and Apollo Productions & AAR Digital LLC Passport) is a service that allows you to sign into Apollo Productions & AAR Digital LLC products, web sites and services, as well as those of select Apollo Productions & AAR Digital LLC partners. When you create a Apollo Productions & AAR Digital LLC account, we ask you to provide certain information. When you sign into a site or service using your Apollo Productions & AAR Digital LLC account, we collect certain information in order to verify your identity on behalf of the site or service, to protect you from malicious account usage, and to protect the efficiency and security of the Apollo Productions & AAR Digital LLC account service. We also send certain information to a site or service you have signed into with your Apollo Productions & AAR Digital LLC account.

To view additional details about Apollo Productions & AAR Digital LLC account, including how to create and use a Apollo Productions & AAR Digital LLC account, how to edit account information, and how we collect and use information relating to a Apollo Productions & AAR Digital LLC account, please click on [Learn More](#).

Apollo Productions & AAR Digital LLC account (formerly known as Windows Live ID and Apollo Productions & AAR Digital LLC Passport) is a service that allows you to sign into Apollo Productions & AAR Digital LLC products, web sites and services, as well as those of select Apollo Productions & AAR Digital LLC partners.

### **Signing into software, sites or services with your Apollo Productions & AAR Digital LLC account.**

When you sign into a site or service using your Apollo Productions & AAR Digital LLC account, we collect certain information in order to verify your identity on behalf of the site or service, to protect you from malicious account usage, and to protect the efficiency and security of the Apollo Productions & AAR Digital LLC account service. For instance, when you sign in,

the Apollo Productions & AAR Digital LLC account service receives and logs your credentials and other information, such as the 64-bit unique ID number assigned to your credentials, your IP address, your web browser version and a time and date. Further, if you use a Apollo Productions & AAR Digital LLC account to sign into a device or into software that is installed on a device, a random unique ID is assigned to the device; this random unique ID will be sent as part of your credentials to the Apollo Productions & AAR Digital LLC account service when you subsequently sign into a site or service with your Apollo Productions & AAR Digital LLC account. The Apollo Productions & AAR Digital LLC account service sends the following information to the site or service that you have signed into: a unique ID number that permits the site or service to determine whether you are the same person from one sign-in session to the next; the version number assigned to your account (a new number is assigned each time you change your sign-in information); whether your email address has been confirmed; and whether your account has been deactivated.

Some third party sites and services that permit you to sign in with your Apollo Productions & AAR Digital LLC account require your email address in order to provide you with their services. In those cases, when you sign in, Apollo Productions & AAR Digital LLC will provide your email address but not your password to the site or service. However, if you created your credentials with the site or service, it may have limited access to information associated with your credentials in order to help you reset your password or provide other support services.

If you received your account from a third party, like a school, a business, an internet service provider, or the administrator of a managed domain, that third party may have rights over your account, including the ability to reset your password, view your account usage or profile data, read or store content in your account, and suspend or cancel your account. In these cases, you are subject to the [Apollo Productions & AAR Digital LLC Service Agreement](#) and to any additional terms of use from that third party. If you are the administrator of a managed domain and have provided your users with Apollo Productions & AAR Digital LLC accounts, you are responsible for all activity that takes place within such accounts.

Please note that sites and services that permit you to sign in with your Apollo Productions & AAR Digital LLC account can use or share your email address or other personal information that you provide to them as described in their privacy statements. However, they can share the unique ID number provided to them by the Apollo Productions & AAR Digital LLC account service with third parties only in order to fulfill a service or transaction that you may have requested. All sites or services that use the Apollo Productions & AAR Digital LLC account are required to have a posted privacy statement, but we do not control or monitor the privacy practices of those sites, and their privacy practices will vary. *You should carefully review the privacy statement for each site you sign into in order to determine how each site or service will use the information it collects.*

### **Accessing your personal information.**

You can access your personal information by going to [account](#). You can change your user name if your Apollo Productions & AAR Digital LLC account does not belong to a managed domain. You can always change your password, alternate email address, phone number, and question and secret answer. You may also close your Apollo Productions & AAR Digital LLC account by

going to account, and then “Close your account.” If your account is in a managed domain, as described above, there may be a special process for closing your account. Please note that if you are an MSN or a Windows Live user, if you go to account, you may be redirected to account for those sites.

More information about Apollo Productions & AAR Digital LLC account is available at the [Apollo Productions & AAR Digital LLC account web site](#)

Learn more about

- Non-Apollo Productions & AAR Digital LLC services that use ESHARKnet.com search
- Why and with whom we share or disclose personal information
- Protecting the security of personal information
- Where we store and process information
- Changes to our privacy statements
- How to contact us

Below you will find additional privacy information you may (or may not) find important. Much of this describes common practices that we want you to know about but don't think it's necessary to highlight in every one of our privacy statements. And some of this is just stating the obvious (for example, we will disclose information when the law requires it), but our lawyers make us say it anyway. Please keep in mind that this information is not a complete description of our practices – this is all *in addition* to the other, more specific information contained in the privacy statements for each Apollo Productions & AAR Digital LLC product and service you use.

On this page:

- Non-Apollo Productions & AAR Digital LLC Services that Use ESHARKnet.com Search
- Sharing or Disclosing Personal Information
- Protecting the Security of Personal Information
- Where Information is Stored and Processed
- Changes to Our Privacy Statements
- How to Contact Us

Non-Apollo Productions & AAR Digital LLC Services that Use ESHARKnet.com Search

You may access ESHARKnet.com services when using other non-Apollo Productions & AAR Digital LLC sites or services. These sites may use the ESHARKnet.com API, which allows them to provide search results to their users. Apollo Productions & AAR Digital LLC will only use search information in keeping with this statement. You should refer to the privacy policy of the site for any questions about their information collection and usage practices. Sharing or Disclosing Personal Information In addition to any sharing described in the privacy statement for the product or service you are using, Apollo Productions & AAR Digital LLC may share or disclose personal information:

- With other Apollo Productions & AAR Digital LLC controlled subsidiaries and affiliates.

- As part of a corporate transaction such as a merger or sale of assets.
- With vendors or agents. Specifically, we may share it with companies we've hired to provide services on our behalf. When we share information with these other companies to provide services for us, they are not allowed to use it for any other purpose and must keep it confidential.

We also may share or disclose personal information, including the content of your communications:

- To comply with the law or respond to legal process or lawful requests, including from law enforcement and government agencies.
- To protect the rights or property of Apollo Productions & AAR Digital LLC or our customers, including enforcing the terms governing your use of the services.
- To act on a good faith belief that access or disclosure is necessary to protect the personal safety of Apollo Productions & AAR Digital LLC employees, customers or the public.

Please note that our sites may include links to third-party sites whose privacy practices may differ from those of Apollo Productions & AAR Digital LLC. If you submit personal information to any of those sites, your information is governed by the privacy statements on those sites. We encourage you to review the privacy statement of any site you visit. Protecting the Security of Personal Information Apollo Productions & AAR Digital LLC is committed to protecting the security of your personal information. We use a variety of security technologies and procedures to help protect your personal information from unauthorized access, use or disclosure. For example, we store the personal information you provide on computer systems that have limited access and are in controlled facilities. When we transmit highly confidential information (such as a credit card number or password) over the Internet, we protect it through the use of encryption, such as the Secure Socket Layer (SSL) protocol. If a password is used to help protect your accounts and personal information, it is your responsibility to keep your password confidential. Do not share it. If you are sharing a computer, you should always log out before leaving a site or service to protect access to your information from subsequent users. Where Information is Stored and Processed Personal information collected on Apollo Productions & AAR Digital LLC sites and services may be stored and processed in the United States or any other country where Apollo Productions & AAR Digital LLC or its affiliates, subsidiaries or service providers maintain facilities. Apollo Productions & AAR Digital LLC abides by the U.S.-EU Safe Harbor Framework and the U.S.-Swiss Safe Harbor Framework as set forth by the U.S. Department of Commerce regarding the collection, use, and retention of data from the European Economic Area, and Switzerland. To learn more about the Safe Harbor program, and to view our certification, please visit .

[www.export.gov/safeharbor/](http://www.export.gov/safeharbor/)

As part of Apollo Productions & AAR Digital LLC's participation in the Safe Harbor program, we use TRUSTe, an independent third party, to resolve disputes you have with us in connection with our policies and practices. You can contact TRUSTe at <http://www.truste.com/about-TRUSTe/contact-us>, or provide feedback on Apollo Productions & AAR Digital LLC at <https://feedback-form.truste.com/watchdog/request>.

Apollo Productions & AAR Digital LLC may retain your personal information for a variety of reasons, such as to comply with our legal obligations, resolve disputes, enforce our agreements, and as long as necessary to provide services. To learn how to access your personal information, visit

[Accessing Your Information.](#)

Changes to Our Privacy Statements We will occasionally update our privacy statements to reflect customer feedback and changes in our services. When we post changes to a statement, we will revise the "last updated" date at the top of the statement. If there are material changes to the statement or in how Apollo Productions & AAR Digital LLC will use your personal information, we will notify you either by prominently posting a notice of such changes before they take effect or by directly sending you a notification. We encourage you to periodically review the privacy statements for the products and services you use to learn how Apollo Productions & AAR Digital LLC is protecting your information.

- If you have a technical or general support question, please visit <http://suppor.com/> to learn more about Apollo Productions & AAR Digital LLC Support offerings.
- If you have a Apollo Productions & AAR Digital LLC account password question, please visit [Live Help](#).
- For Apollo Productions & AAR Digital LLC privacy questions, please contact us by using our [Web form](#).

To find the Apollo Productions & AAR Digital LLC subsidiary in your country or region, see <https://www.eSHARKnet.com.com> for the Apollo Productions & AAR Digital LLC Privacy, Apollo Productions & AAR Digital LLC. Surf City, CA, USA