

[Website Privacy Policy](#)[Technology Privacy Policy](#)[Toolbar EULA](#)[Shopping Mall Terms](#)[Legal >>](#) [Toolbar Privacy Policy](#)

Technology Privacy Policy

This FreeCause Technology Privacy Policy (**Policy**) describes how we treat personally identifiable information when you download and use a customized toolbar (**Toolbar**) FreeCause browser object, plug-in or widget (**Plug-In**), online shopping mall (**Mall**) and/or the website portal (**Portal**) created by FreeCause for a client publisher (**Publisher**) working with FreeCause. FreeCause will notify you if we materially change this Policy, at which time you will have the opportunity to discontinue using the Toolbar, Plug-In, Mall and Portal, as applicable. The Toolbar, Plug-In, Mall, Portal, and as well as other FreeCause software applications that may be offered from time to time (as applicable) are collectively referred to in this Policy as **FreeCause Technology**. This Policy is also subject to our general privacy policy statement for the FreeCause website, located at www.freecause.com/privacy_websiteprivacy. If you have questions or concerns regarding this Policy, please contact us at by email at info@freecause.com.

If you decide that you no longer wish to use the Toolbar, Plug-In or one of our other software applications, you may uninstall it at any time via the standard uninstall process for your operating system and browser (e.g., Add/Remove Programs in Microsoft Windows, Add-on Removal in Mozilla Firefox, etc.) In the case of a Toolbar, you may also hide or deactivate the Toolbar by clicking the View menu in your browser and deselecting the Toolbar from the list of available toolbars. If you would like to change any personally identifiable information you have provided to us, or have your personally identifiable information removed from our database, please contact us at info@freecause.com.

Your use of the FreeCause Technology, and the information that you share during your use, is also subject to the Publisher's privacy policy displayed at the Publisher's website. FreeCause is not responsible for any use by the Publisher of such information, and it is your responsibility read the Publisher's privacy policy. Please also note that the FreeCause Technology contain links to third party websites, many of which are related to the online shopping and reward Programs offered by the Publisher. FreeCause is not responsible for the privacy practices of such third party websites, and it is your responsibility to read their privacy policies.

Collection of Personally Identifiable Information

Upon installing any Toolbar or Plug-In, you may be prompted to register an account and become a User of the Publisher's Portal, to use various features and benefits associated with the FreeCause Technology. To register an account, you will need to provide various information about yourself, which may include, without limitation, your name, email address, a unique password for your Portal account, your age, gender and income levels (collectively, **Information**). The Information regarding your age, gender and income level is collected by FreeCause on behalf of third party service providers that aggregate such data with other demographic information for marketing purposes. We also collect the age of our Users to determine whether the User is 13 years or older, and therefore eligible to register for a User account. If you do not wish to provide any particular information about yourself, you may leave such data fields blank, in which case, based on the information that you did provide, the features and benefits for which you may be eligible under the Programs (as defined below) may differ from those members that do complete all of the requested Information.

If you choose not to register an account at such time, you will still be able to use the FreeCause Technology, but you will not be able to use many of the features and benefits. We may contact you from time to time to remind you of the benefits of registration, and you will have the opportunity to register at a later time.

Once you have registered as a User, your Information is used to provide a unique account to access the Portal, participate in sponsored search and shopping activities via the Toolbar, Plug-In and Mall, interact with other Portal users, post comments or other content, and participate in reward programs, online shopping promotions and other benefits that are made available for the Publisher's Users by FreeCause and its business partners via the FreeCause Technology (**Programs**). Your Information will be used to identify you in our system and to contact you in connection with the Programs. When you have logged into your User account via the Toolbar or the Portal, we may also be able to track certain information about searches that you conduct via the Toolbar or links that you click on the Mall or Portal.

A FreeCause Toolbar and Plug-In may enable FreeCause to collect some information as part of its functionality. For example, when you submit a query to FreeCause, the FreeCause Toolbar sends some basic information to FreeCause, including your IP address, your search request, and some cookie data. We also have the ability to store and analyze the queries that you submit. The information sent to FreeCause by the FreeCause Toolbar or Plug-In may be logged by FreeCause. We may aggregate such data and share it with third parties for marketing and research purposes.

FreeCause Toolbars and Plug-Ins also contain functionality that enables FreeCause to redirect you to the intended location in

the event that you enter a non-functioning URL. As part of this function, the FreeCause Toolbar and Plug-In sends information on the URLs you type to FreeCause for processing.

For certain of our Toolbars and Plug-Ins, when you download that software application you will be given the option of enabling us to collect your clickstream data. Clickstream data includes information such as your IP address, the URLs (generally the address information) of websites you have viewed (and any information the webpage you're viewing places in those URLs), the date and time you viewed the web pages, the duration of each visit and the search terms you entered on any webpage that enables online search, as well as the contents of the page displaying the results of that search. Should you opt-in to share clickstream data with us, we will collect and share this information with our third party service providers, which use this information, in anonymous or aggregated fashion, to help us and our third party partners understand what sites, products, and services our members interact with and, in addition, allow our partners to use the data to create behavioral statistics, append additional data, and use the data to support segment modeling and market research.

The tracking software is designed to remove any such personally identifiable information that may appear in the data), including personally identifiable information on website pages and URL strings, that is collected. If any personal information, such as something that you may have typed into a field on a page, is inadvertently collected, we and our third party service providers will make every commercially viable effort to purge that information promptly and not to disclose such information. If you no longer wish to share such information with FreeCause, you must uninstall the respective Toolbar or Plug-In in connection with which you originally opted-in to share clickstream data. We will retain and use your Information as necessary to comply with our legal obligations, resolve disputes, and enforce our agreements. We will also retain all clickstream data as long as it is necessary to fulfill our business services, or as required by law.

Use and Sharing of Personally Identifiable Information

The personally identifiable information collected by FreeCause is generally used as follows:

- to develop, offer and deliver our products and services, to offer products and services of our corporate affiliates, merchant partners, Publishers and other companies, and to fulfill legal and regulatory requirements.
- to conduct market research, project planning, troubleshoot problems, detect and protect against error, fraud or other criminal activity, to enforce our terms of use and for other purposes, as otherwise set forth in this Policy and as otherwise authorized by you.
- to notify you via email about special offers or other products and services that may be of interest to you. We may also contact you and deliver information to you that may be targeted to your interests, such as targeted banner advertisements, and product offering communications. You will always be able to decline any or all of these communications by following the directions included in our emails or other communications. Our technology also allows our Publishers to send email messages to the Users that have registered accounts for such Publisher's Portals and Programs.

One of the features of some of our Toolbars, Plug-Ins and Portals allows Users to invite friends via an email invitation to download the Toolbar or Plug-In and to join the Publisher's community and Portal. FreeCause also enables Users to import data from their contact lists from various email or social network accounts that the User may have (such as Gmail, Windows Live, Facebook, etc.). FreeCause will not use the information submitted by the User for any purpose other than sending a one-time invitation to the friend as per the User's request.

We do not share your personally identifiable information with nonaffiliated third parties except as permitted or required by law, as otherwise specified in this Policy or as otherwise authorized by you, including as provided below:

- In order to provide our products and services, we may share personally identifiable information about you with our corporate affiliates, agents and service providers to perform functions on our behalf. These service providers are obligated to access and use personally identifiable information only as needed to perform their functions and for no other purposes.
- We may disclose personally identifiable information about you to third parties, including law enforcement and other government agencies and authorities when we believe such disclosure is appropriate to comply with a legal requirement, such as a law, regulation, court order, subpoena or search warrant, or has been requested from us in the course of a legal proceeding or in connection with an investigation. We may also disclose personally identifiable information as we believe appropriate to enforce or apply our rights under our agreements with customers, to protect the rights, property or safety of FreeCause, our customers and others, including exchanging information for fraud protection and credit risk reduction.

Non-personally Identifiable Information

Non-personally identifiable information is information that cannot identify a particular person. Except where otherwise determined by applicable law, this type of information would include a zip code or city or state of residence, without an association to a name or address, as well as information transmitted during routine internet communications, a User's Internet Service Provider, a computer's operating system and browser type. We may provide aggregated, non-personally identifiable information about our supporters to third parties for audit, marketing research and other purposes.

Cookies

Like most websites and toolbar products, FreeCause uses cookies and web log files to track your usage of the FreeCause Technology, including searches that you perform with the Toolbar, and your use of the Portal and participation in any Programs. A cookie is a tiny data file that resides on your computer and allows FreeCause to recognize you as a User when you use the FreeCause Technology using the same computer and web browser and to provide you with personalized features. Unfortunately, if your browser settings do not allow cookies, you may not be able to use the Portal or obtain full use of the Toolbar. Cookies also help us understand how users use and interact with the FreeCause Technology, which allows us to continually improve our products and services and assist the Publisher with such products and their Programs. Like the information you enter at registration, cookie and log file data is used to customize your experience and to provide you with personalized features.

Due to the communications standards on the Internet, when you visit the Portal, we automatically receive the URL of the site from which you came and the site to which you are going when you leave the Portal. We also receive the Internet protocol (IP) address of your computer (or the proxy server you use to access the Web), your computer operating system and type of web browser you are using, as well as the name of your ISP. Tracking technologies are used to gather statistical data on users and more generally to improve our services and the offering Programs on the Portal.

No Adware

Our Toolbar does not launch pop-up or pop-under advertisement browser windows or contain any "adware".

Children

In compliance with the Children's Online Privacy Protection Act (COPPA), we will not knowingly provide access to any FreeCause Technology or any Programs to, or collect any personally identifiable information from, persons under the age of thirteen (13). If you are under the age of 13, you may not register for any User account and may not enroll in any Programs. If we learn that a User is under the age of thirteen (13), we will take appropriate steps to remove the User's information from the database and restrict the individual from future access to the FreeCause Technology and the Programs.

Security

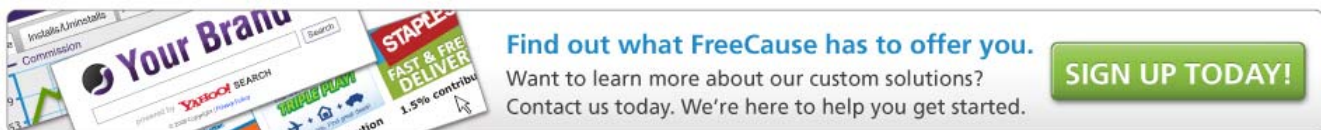
We take precautions — including technical, administrative and physical measures — to safeguard your information. We use technical safeguards such as firewalls and data encryption. Your account information including email address is located on a secured server behind a firewall. We authorize access to personally identifiable information, including email addresses, only for those employees, contractors and agents who need to know that information in order to operate, develop or improve our services. These individuals are bound by confidentiality obligations and may be subject to discipline, including termination and criminal prosecution, if they fail to meet these obligations. We also enforce physical access controls to our buildings and files.

Changes to this Privacy Policy

FreeCause may update this Policy at any time. The latest version of this Policy will always be available at www.freecause.com/privacy_toolbarprivacy. Please check this page occasionally to make sure you are aware of any updates.

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[Toolbar End User License Agreement >>](#)

A promotional banner for FreeCause toolbar services. On the left, there are several overlapping images of toolbar icons: 'Your Brand' with a search bar, 'STAPLES FAST & FREE DELIVER' with a 1.5% contribution icon, and 'SIMPLE PLAN'. The main text reads: 'Find out what FreeCause has to offer you. Want to learn more about our custom solutions? Contact us today. We're here to help you get started.' To the right is a green button with white text that says 'SIGN UP TODAY!'.

