

MINYANVILLE.COM PRIVACY STATEMENT

The Privacy Statement was last updated on July 18, 2007.

Minyanville.com is committed to safeguarding your privacy online. Please read the following statement to understand how your personal information will be treated as you use the Minyanville.com web site and services ("Minyanville" or the "Service"). Minyanville is owned and operated by Minyanville Publishing and Multimedia, LLC ("we" or "us").

Information We Collect

Personal Information

Minyanville collects personally identifying information, such as your name, e-mail address, billing information, occupation, and age group, when you subscribe to the Minyanville Service. You may visit Minyanville and use many aspects of the Service without subscribing or providing any personal information.

We may ask you for additional information when you register for additional services, such as our newsletters, or so we can better understand our user base to constantly upgrade and improve the Service. When you provide personal information on Minyanville, you may also be sharing that information with Minyanville's business partners and vendors that provide hosting and other services [related to operating the Service].

Cookies

A cookie is a data file that a Web site writes to your computer's hard drive when you visit a page on the site. A cookie file can contain information, such as an anonymous user identification code, that the site uses to track the pages you have visited. Minyanville uses cookies to provide our users with a more streamlined log-in process and enhanced navigation to the content on the site.

Browser Level Information

Minyanville's servers automatically collect information about each user's IP address, browser type and referrer, often called web log information, by reading this information from the user's web browser. This information is automatically logged by most Web sites.

Use of Information

Personal Information

We will not sell or rent your personal information. We use the personal information we collect to build our subscriber database, validate user id's and passwords, and offer you products and services we think may be of interest to you. One of our goals in collecting user information is to enhance your

Minyanville experience. We achieve this goal by, among other things, providing interactive communications such as our electronic newsletters to the e-mail address that you provide to us, and developing future editorial content based on your interests. By providing Minyanville your email address you consent to our using the email address to send you Service-related notices, including any notice required by law, in lieu of written communication by postal mail.

We may share your personal information with third parties solely for the purpose of providing services to you. If we do this, such third parties' use of your information will be bound by this Privacy Policy. We may store personal information in locations outside the direct control of Minyanville (for instance, on servers or databases co-located with hosting providers). Any personally identifiable information you provide in response to an advertiser promotion on Minyanville may be provided directly to that advertiser or advertisers.

As we develop our business, we may buy or sell assets or business offerings. Customer, email, and visitor information is generally one of the transferred business assets in these types of transactions. We may also transfer such information in the course of corporate divestitures, mergers, or dissolution. In any such transfer of information, your user information would remain subject to the promises made in our Privacy Policy.

We will not otherwise share your personal information except when we believe that the law requires it or a regulatory entity requests it, to protect other Minyanville users, or in emergency or extenuating circumstances.

When you voluntarily disclose personal information in chat areas or bulletin boards of Minyanville, that information may be collected by others and may result in unsolicited messages from others.

Other Information

To develop content targeted to your interests, we use anonymous, aggregated user information from cookies and web logs to determine which areas of Minyanville users prefer based upon traffic to those areas. We use this data on an anonymous basis and we do not correlate this information with personal data of any user. For instance, we do not track what individual users read, but instead how well each page or content area performs overall. Web log information is collected in a database and used, in an aggregated, anonymous manner, in our internal analysis of traffic patterns within the Service.

We may also use the aggregated, anonymous information that we gather (as well as information from third-party market researchers) to describe our services to partners and to assist our advertisers and sponsors to better understand our audience. **We do not disclose personally identifying information about our users to advertisers or sponsors.**

Minyanville allows other companies, called third-party ad servers or ad networks, to serve advertisements on the Service. These third-party ad servers or ad networks use technology to send, directly to your browser, the advertisements and links that appear on Minyanville. They automatically receive your IP address when this happens. They may also use other technologies (such as cookies, JavaScript, or Web Beacons) to measure the effectiveness of their advertisements and to personalize

the advertising content.

Minyanville does not provide any personally identifiable information to these third-party ad servers or ad networks without your consent. However, please note that if an advertiser asks Minyanville to show an advertisement to a certain audience or audience segment and you respond to that advertisement, the advertiser or ad-server may conclude that you fit the description of the audience they are trying to reach.

You should consult the respective privacy policies of these third-party ad servers or ad networks. Our Privacy Policy does not apply to, and we cannot control the activities of, such advertisers.

Minyanville may also provide links to third-party websites, advertisers, and others. Our Privacy Policy does not apply to, and we cannot control the activities of, third-party websites. You should consult the privacy policy of any other website you visit from links on Minyanville.

Security of Your Information

Minyanville uses commercially reasonable physical, managerial, and technical safeguards to preserve the integrity and security of your personal information. We cannot, however, ensure or warrant the security of any information you transmit to Minyanville and you do so at your own risk. Once we receive your transmission of information, Minyanville makes commercially reasonable efforts to ensure the security of our systems. However, please note that this is not a guarantee that such information may not be accessed, disclosed, altered, or destroyed by breach of any of our physical, technical, or managerial safeguards.

To protect your privacy and security, we take reasonable steps (such as requesting a unique password) to verify your identity before granting you access to your account. You are responsible for maintaining the secrecy of your unique password and account information, and for controlling access to your email communications from Minyanville, at all times.

Your Choices

You always have the option not to provide any personal information we request. If you choose not to provide personal or other additional information we request, you can still visit many areas of Minyanville, but you may be unable to access certain options, products, and services.

You may unsubscribe to certain email communications at any time through the "Manage Account" link at the top of each page when you're logged in, or by sending mail to the following postal address:

[Customer Support
Minyanville
800 Third Avenue, Third Floor
New York, NY10022]

Unsubscribing may prevent you from receiving email messages regarding updates, improvements, or special offers.

You may update or correct your personal information at any time through the "Manage Account" link. You can review and correct the information about you that Minyanville keeps on file by contacting us directly at [support@minyanville.com].

Most web browsers automatically accept cookies, but you can usually change the settings on your web browser to display a warning before accepting a cookie, or to refuse all cookies. If you choose to

disable the receipt of cookies from Minyanville, you may not be able to use certain features of the Service.

Children's Privacy

Minyanville does not knowingly collect or solicit personal information from anyone under the age of 13 or knowingly allow such persons to subscribe. If you are under 13, please do not send any information about yourself to us, including your name, address, telephone number, or email address. No one under age 13 is allowed to provide any personal information to or on Minyanville. In the event that we learn that we have collected personal information from a child under age 13 without verification of parental consent, we will delete that information as quickly as possible. If you believe that we might have any information from or about a child under 13, please contact us at privacy@minyanville.com.

Changes to Our Privacy Policy

If we change our privacy policies and procedures, we will post those changes on Minyanville to keep you aware of what information we collect, how we use it and under what circumstances we may disclose it. You are bound by changes to the Privacy Policy when you use the site after those changes have been posted.

If you have any questions about this Privacy Policy or the privacy practices of this site, please contact us at privacy@minyanville.com.

©2007 Minyanville Publishing and Multimedia, LLC. All Rights Reserved.