

General Audience Website Privacy Policy

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Safeguarding your privacy is very important to us. We take seriously the collection of any personally identifiable information and personal contact information ("personal information") from our visitors and are committed to protecting each visitor's privacy in accordance with these policies. We use the term "visitors" to include any person that accesses our website, www.optonline.net, at any point for any amount of time, unless designated otherwise. Please carefully review our information collection practices and privacy protections below.

The following privacy policy applies to the general audience portion of our website.

Who We Are And How To Reach Us

This website is operated Internet of Beaufort County, which owns the www.beaufortcounty.com website, Internet of Beaufort County is the only operator of this website. You may contact us directly if you have any questions regarding the content and material on this website or if you have any questions about our privacy policies. Please contact us at:

Internet of Beaufort County, Inc.
P.O. Box 8
Belhaven. NC 27810-0008

Membership and Participation Eligibility

You must be thirteen (13) years of age or older to be a member of our website and receive membership benefits, such as our website's newsletter. To participate in contests, sweepstakes and/or special events, you must meet the designated minimum age requirements (for example, eighteen years of age or older) for the specific event. Please see our Terms of Service Agreement for additional information on membership and/or participation on our website.

Collection of Personal Information

We provide various informative, educational, and entertaining features as part of this website. To operate these features, we collect certain non-personal and personal information from our visitors for specific purposes. For website activities that request personal information, you agree to provide accurate and current information about yourself. Your membership and/or participation in our website activities will be canceled without notice if at any time we discover that you provide false information, or violate any term of our Privacy Policy or our Terms of Service Agreement. We may retain personal information for an indefinite amount of time to preserve our membership database and to comply with various federal and state laws.

Registration for Participation in Website Activities and Services

Use and Collection of Information by Internet of Beaufort County

To participate as a member of our general audience website, or in special events, contests, or

sweepstakes, or Interactive Areas you may be required to provide personally identifiable information such as your name, home and e-mail addresses, telephone number, birth date and gender ("personal information").

Non-members may also participate in any Interactive Areas conducted, operated and/or managed by Internet of Beaufort County after submitting their full name, e-mail address, and selecting a username and password. Interactive Areas not conducted, operated and/or managed by Internet of Beaufort County may require a different registration process.

We may also survey visitors about various topics, including how we can improve our, website and services. Response to our surveys is entirely voluntary.

We collect personal information for several important purposes, including to protect the security of our visitors and the site, improve our program service and website, distribute our newsletter, notify the winners of our contests and sweepstakes, and for future marketing and/or promotional use about our program service or website.

We may also offer an "E-card" feature that allows visitors to send an e-mail version of a post card to another person to inform them about Internet of Beaufort County activities or to send copies of articles or video appearing on the website. We do not collect the sender's or the recipient's e-mail information on E-Cards.

The only personal information this website obtains about you is information voluntarily provided by you. This website does not collect additional personal information about individual visitors or members from other sources. This means that a person can visit our website and navigate through the site without giving us personal information. To gauge the effectiveness of our website, we may collect non-personal information about our members and visitors, such as Internet server and browser identification, the Internet service provider, clickstream information, the webpage from which a person enters our site, webpages visited, duration of visit and domain type. This information does not reveal a visitor's personal identity.

Our contests, sweepstakes and special events may be produced with the support of non-affiliated sponsors and/or promotional partners. The personal information collected by our website in conjunction with such events may also be used for the marketing of additional services and events by Internet of Beaufort County and/or its promotional partners and sponsors beyond the contest, sweepstakes and/or special event. Depending on the event, visitors will be able to either grant their approval on how their personal information will be used before it is collected ("opt-in"), or choose to deny use of their information for additional purposes ("opt-out"). For each contest, sweepstakes, and/or special event, we will post on the website applicable rules for the event, and if necessary, post any supplemental terms and conditions or privacy provisions.

Use and Collection of Information by Contract Service and Operational Providers

For the convenience of our visitors, we may provide the opportunity to purchase and/or avail yourself of certain goods, merchandise and services through this website. Companies other than Internet of Beaufort County, its parents, affiliates or subsidiaries may handle some of these transactions. We call these companies that conduct our e-commerce operations and/or order fulfillment "operational providers." If you choose to use these optional services, our operational providers will request your personal information to fulfill your order or request. The voluntary submission of your personal information to these operational providers, including your order or request, will be governed by the specific provider's terms of usage and privacy policies. To facilitate an order or request, we may share your personal information with the provider. The operational provider may also share your personal information with us.

In most instances, we request that our operational providers adhere to the provisions in

Internet of Beaufort County's Privacy Policy and that such providers only share visitors' personal information with Internet of Beaufort County, unless necessary to complete a visitor's request or order. We also request that these providers only use the personal information for the purpose of conducting the sale or fulfilling the requested order. However, you must read an operational providers privacy policy to determine the extent of use and disclosure of your personal information collected online.

Internet of Beaufort County, its parents, affiliates and subsidiaries are not responsible for the collection, use and disclosure practices of operational providers, nor is the Internet of Beaufort County family responsible or liable for the products or services provided by operational providers.

Use of Cookies and Tracking Devices

This site uses cookies or other tracking devices. A cookie is a small data file that contains a unique identification number that a website places on your hard drive when you visit a site. The "cookie" is able to store information such as data about your computer, the type of browser you use, and how many times your computer visits a certain site. Cookies do not allow the website to access personal information that you haven't already provided. Cookies enable us to track the number of contest and promotion entries, how often visitors are visiting our website and specific pages, estimate the audience size for sponsors and advertisers, and to track user preferences. You can refuse to use cookies by turning them off in your browser. Please contact your software manufacturer for questions on how to disable your cookies. You do not need to have cookies turned on to use most of this site. However, you may find that some areas on the website will be slower, or may not function at all, and you may not be able to participate in certain activities such as contests or sweepstakes if the cookies are disabled.

This site may use clear GIFs [Graphics Interchange Formats] (also known as pixel tags, web beacons or web bugs). A clear GIF is a tiny line of code only 1 by 1 pixel in size that is programmed to collect certain information about a visit to a particular website. We use GIFs to gather non-personal, aggregate information on visits to our website and track usage of website links. We do not disclose personal information that may be linked to our GIF collection practices to third parties. Other websites may also use clear GIFs. Internet of Beaufort County, its parents and subsidiaries are not responsible for the use of clear GIFs by other website operators. Visitors must review other website operators' privacy policies to determine the type and extent of tracking devices use.

Use and Collection of Information by Advertisers and Sponsors

We may, from time to time, use a third-party advertising company to serve ads when you visit our site. This advertising company may collect and use information (not including your name, address, email address or telephone number) about your visits to our site and other web sites not owned or operated by Internet of Beaufort County, and may also combine this information with other data about your purchases and interests from other online and offline sources, in order to provide advertisements about goods and services of interest to you. In addition, we may share non-personal web site usage information about visitors to this site with this company for the purpose of managing and targeting advertisements and for market research analysis on our site and other sites. For these purposes, Internet of Beaufort County and our third-party advertising company may note some of the pages you visit on our site through the use of pixel tags (also called clear GIFs). In the course of serving advertisements to this site, our third-party advertiser may place or recognize a unique "cookie" on your computer.

Our website may also post banner ads and other forms of advertisements from third parties, and/or links to the websites of advertisers or sponsors which are companies that are not owned or operated by Internet of Beaufort County, its parents, affiliates or subsidiaries. These advertisers and sponsors may independently solicit and collect personal information, or send their own cookies to our visitors. Please be advised that when you visit an advertiser's or sponsor's website you will be subject to the privacy policy and terms of usage agreement of

that website operator. Internet of Beaufort County, its parents, partners, affiliates or subsidiaries, will not be responsible for advertiser or sponsor ads and/or links or the content, activities, information collection, use and disclosure practices of the websites of advertisers and sponsors.

Our Policy on Disclosing Your Information to Parties Other than Internet of Beaufort County

We only share or disclose your personal information with companies other than Internet of Beaufort County when it is required by law, disclosure is necessary to operate the website or our website services, and/or to protect the safety of our visitors, employees or property.

Internet of Beaufort County, Inc. may in the future share personal information with Internet of Beaufort County, its affiliates or other entities for other purposes. If we decide to share personal information with additional entities, we will disclose in this Privacy Policy the type of personal information that will be shared, the reason we are sharing the information, how the information will be used, and how to contact us if you do not want us to share your personal information ("opt-out"). We currently conduct joint activities with members of the Internet of Beaufort County family; however, we will not share individual visitors' personal information with these entities unless we provide notice in this Privacy Policy. In the event of a sale or transfer of Internet of Beaufort County assets including its database customer information may be transferred. Internet of Beaufort County will require the recipient of this information to comply with Internet of Beaufort County's privacy policy.

When visitors send an e-mail to us, we will protect your e-mail address and other personal contact information. However, we may disclose the content of your e-mail to other persons. Please see our Terms of Service Agreement. We may share your personal information with our operational providers or those persons, companies or agents who provide support for the internal operations of the website, such as contest fulfillment services, maintenance and technical services, and e-commerce and auction contractors. If you are purchasing goods, merchandise or services on this website and use a credit card to complete the transaction, our operational providers may share your personal information and credit card number with a ticket agent, a credit card processing and/or a shipping/fulfillment company in order to complete your order.

We may provide aggregate information about our visitors to our advertisers, sponsors, promotional partners, and affiliates, such as how many persons visited a particular page or activity, the average age of our visitors on the site or page, or the likes and dislikes of our visitors, but this information does not include personal information about any individual visitor. We may obtain geographic information such as zip code clustering from other sources, but this aggregate information will not reveal any personal information about a specific visitor.

How To Add, Change, or Delete Personal Information

You may add, change or delete personal information on your profile or registration for other activities by contacting us at 1-252-943-2246. Certain information fields are required and cannot be deleted for security purposes or in accordance with various laws. We encourage you to keep us informed about any changes in your membership information and e-mail address.

Our Security Procedures

We require our employees to protect the privacy of all information collected over our website. Only employees and supervisors with specific authorization have access to databases containing visitors' personal information. The databases are protected in a secure facility. Credit card information is transmitted via encrypted technology. If we decide to share visitor information with other members of the Internet of Beaufort County family, the receiving entity will also maintain the security and integrity of personal information collected over our website.

For the convenience of our visitors, we may offer a list of helpful website links provided by other entities and/or persons. Neither Internet of Beaufort County, nor its parents or subsidiaries endorses or recommends, nor is it liable for, the products or services of any websites not owned or operated by Internet of Beaufort County.

When you visit other websites you will also be subject to the privacy policies and terms of usage agreements, if any, of that website operator.

Notification of Changes in the Privacy Policy

We will review our security measures and Privacy Policy on a periodic basis, and we may modify our policies as Internet of Beaufort County deems appropriate. We may also change or update our Privacy Policy if we add new services or features and will post these changes in this policy. We encourage you to review our Privacy Policy on a regular basis.

CHILDREN'S PRIVACY POLICY

Internet of Beaufort County respects the privacy of your child and we want to share with you our policies regarding children under the age of thirteen. We also offer parents and guardians additional guidelines to help keep your child's personal information safe and your family's Internet participation enjoyable. Please see Guidelines for Parents.

We have developed this site to appeal to visitors over the age of thirteen. Although visitors of all ages may navigate through our website, we do not knowingly collect personal information from persons under the age of thirteen. If upon notification by a parent or guardian, or discovery by other means, that a child under thirteen has improperly registered on this site by using false information, we will immediately cancel the child's membership and/or participation, and delete the child's personally identifiable information, user name and password from our records.

If we decide to request information from children, we will require verifiable parental consent before we collect any personal information from children under thirteen years of age, except in the following circumstances allowed by law:

- To provide notice and get consent from a parent or guardian;
- To respond to a one-time request from a child, after which we will immediately delete the child's information;
- To fulfill a child's request for a subscription to a online newspaper, magazine or specific information on a regular basis and we will notify the parent or guardian before we contact the child again;
- To protect the safety of a child who is participating on this site; and
- To protect the security or integrity of the site, to take precautions against liability, to respond to a validly executed subpoena or warrant from law enforcement, or if permitted under other provisions of law.

Please do not hesitate to contact us if you have any questions about this Privacy Policy.

Contact us at:
Internet of Beaufort County, Inc.
P.O. Box 8
Belhaven, NC 27810-0008
Attention: Privacy Coordinator

Thank you for visiting!

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