

**TrafficTalk Privacy Policy**  
**Effective: December 14, 2010**

Please read the full Privacy Policy below. **For convenience, here are some key points:**

- When you dial into TrafficTalk from your phone/smartphone, we will have access to your Caller ID or “phone number” and any related, publicly available name and address data
- We use this information to monitor and analyze your use of TrafficTalk, to increase the Service’s functionality and user-friendliness, and to better tailor it to our visitors’ needs.
- Users who block their phone’s Caller ID will be denied access to the Service.
- When our Hosts interact with users of the TrafficTalk voice platform, we will use our best efforts to identify you by your first name or preferred nickname and to not disclose your last name or telephone number.
- When contributing or engaged in conversation on our service, we encourage all users to refrain from disclosing their last names or other information which is personally identifiable.

“TrafficTalk” is a service of NewVoice Social, LLC. TrafficTalk provides this Privacy Policy to inform you of our policies and procedures regarding the collection, use and disclosure of personal information we receive from our trafficktalk.info website (“**Site**”), from users of our smartphone software application (the “**Application**”), and from users of our voice platform (“the **Voice Platform**”), together, the “**Service**”. This Privacy Policy applies to the information that you provide to us through your use of the Service. Our Privacy Policy may be updated from time to time, and we will notify you of any material changes by posting the new Privacy Policy on the Site and within the Application.

**Information Collection and Use**

Our primary goals in the collection of information are to provide and improve the Service and administer inquiries.

By accessing or using the Service, we may ask that you provide us with some personally identifiable information – information about you that can be used to contact or identify you, and information on your use /or potential use of the Service and related services (“**Personal Information**”). Personal Information that we might collect might include your name, phone number, email address, and zip code. Personal Information may also include other information you supply to us concerning your commuting patterns and interests expressed in the course of using the Service.

We use Personal Information for the following purposes: (i) to administer use of the Service, (ii) to enable users to easily navigate the Service, (iii) to provide, improve and optimize the Service, (iv) to better understand users needs and interests, (v) to personalize your experience, (vi) to provide Application updates and/or product announcements, and (vii) to provide you with further information and offers from us that we believe you may find useful or interesting. If you decide at any time that you no longer wish to receive such communications, please follow the unsubscribe instructions provided below (See “**Changing or Deleting Your Information,**” below.)

When you use the Application, our servers will automatically record information that your iPhone sends or transmits, including, but not limited to, your phone’s device ID number, user settings, location and information about your use of the Application. We use this information to improve the Service, develop new products, and offer products and services that may be of interest to you.

When you visit the Site, our servers automatically record information that your browser sends whenever you visit a website (“**Log Data**”). This Log Data may include information such as your computer’s Internet Protocol (“IP”) address, browser type or the webpage you were visiting before you came to our Site, pages of our Site that you visit, the time spent on those pages, information you search for on our Site, access times and dates, and other statistics. We use this information to monitor and analyze your use of

the Site and for the Site's technical administration, to increase our Site's functionality and user-friendliness, and to better tailor it to our visitors' needs. For example, some of this information is collected so that when you visit the Site again, it will recognize you and information appropriate to your interests. We do not treat Log Data as Personal Information or use it in association with other Personal Information, though we may aggregate, analyze and evaluate such information to provide you with a better experience, to improve the quality and value of the Site and to analyze and understand how our Site is used.

When you dial into the Voice Platform from your phone, we will have access to your Caller ID and related, publicly available name and address data, and we may have access to your location. We use this information to monitor and analyze your use of the Service, to increase the Service's functionality and user-friendliness, and to better tailor it to our visitors' needs. Users who block their phone's Caller ID will be denied access to the Service. When we are interacting with you on the phone, we will use our best efforts to identify you by your first name or preferred nickname and to not disclose your last name or telephone number. While contributing information or engaging with conversation with others, we encourage all users to refrain from disclosing their last names or other information which is personally identifiable.

### **Cookies**

Like many websites, we also use "cookies" to collect information. A cookie is a small data file that we transfer to your computer's hard disk for record-keeping purposes. We use "persistent cookies" to save your registration ID and login password for future logins to the Site; and we use "session ID cookies" to enable certain features of the Site, to better understand how you interact with the Site and to monitor aggregate usage and web traffic routing on the Site. You can instruct your browser, by changing its options, to stop accepting cookies or to prompt you before accepting a cookie from the websites you visit. If you do not accept cookies, however, you may not be able to use all portions of the Site or all functionality of our services.

### **Information Sharing and Disclosure**

We may employ third party companies and individuals to facilitate the Service, to provide the Service on our behalf, or to assist us in analyzing how our Service is used. These third parties may have access to your Personal Information only for purposes of performing these tasks on our behalf. TrafficTalk cooperates with government and law enforcement officials and private parties to enforce and comply with the law. We will disclose any information about you to government or law enforcement officials or private parties as we, in our sole discretion, believe necessary or appropriate to respond to claims and legal process (including but not limited to subpoenas), to protect the property and rights of TrafficTalk or a third party, to protect the safety of the public or any person, or to prevent or stop any activity we may consider to be, or to pose a risk of being, illegal, unethical, inappropriate or legally actionable. TrafficTalk may sell or transfer some or all of its assets, including your Personal Information, in connection with a merger, acquisition, reorganization or sale of assets or in the event of bankruptcy.

### **Changing or Deleting Your Information**

You may review, update, correct or delete the information you provide us by contacting us at [legal@traffictalk.info](mailto:legal@traffictalk.info).

### **Security**

TrafficTalk is concerned with safeguarding your information. We employ reasonable measures designed to protect your information from unauthorized access.

### **Our Policy Toward Children**

The Service is not directed to children under 18. We do not knowingly collect personally identifiable information from children under 18. If we become aware that a child under 18 has provided us with Personal Information, we will delete such information from our files.

### **Contacting Us**

If you have any questions about our Privacy Policy, please contact us at [legal@traffictalk.info](mailto:legal@traffictalk.info).