



Radius Alert Systems, Inc.
1012 Pinefield Lane
Castle Pines, CO 80108
888-98-LASSO
<http://lassotag.com>

RADIUS ALERT SYSTEMS, INC.(the "Company,") wants you to have a safe and secure experience at our website and wants to explain the steps it takes that are aimed at preventing unauthorized disclosure of information you may provide as you visit this website and use our services. We understand the importance you place on the privacy and security of your personal information, which may include, but is not limited to, your Company account number, name, address, Social Security Number, phone number, credit card account information, checking or savings account information, medical information, age, birth date, or e-mail address. We refer to this information as "Personal Information." The Company has adopted this Privacy Policy to explain our commitment to your privacy, and this Privacy Policy applies to the Personal Information the Company collects at its website (the "Website"). By using the Website, you agree to the terms of this Privacy Policy. Please refer back to this link to review the contents of the Company Privacy Policy frequently, as we may change it from time to time to reflect changes in our services and our policies relating to customer Personal Information. Changes and amendments are effective when posted on the Website. Company will not provide you with a notice of any change in this Privacy Policy other than posting the amended Privacy Policy at this link. It is your responsibility to monitor and review any changes to the Privacy Policy.

This Privacy Policy is incorporated into the Company's **Terms and Conditions** by reference. Any capitalized term not found in this Privacy Policy will have the same meaning as found in the Terms and Conditions. This Privacy Policy does not cover any information collected by any affiliates or other third parties unless specifically stated.

1. Information You Submit

You may register to access various services related to your Company account on the Website. If you register to access your account or engage in other contacts with Company through the Website, you may be asked to submit Personal Information. You may also be asked to submit additional Personal Information or financial information in order to use certain specific services offered in these customer account transaction areas. We will protect all information you provide us on the Website, as set forth below and in accordance with Company's Terms of Use.

2. How Company Uses Your Personal Information

- a. The Personal Information you voluntarily provide to Company enables us to enhance the services we may provide and also allows you access to certain customer services offered on the Website. We may use Personal Information to contact you to respond to an inquiry that you send to us or to keep you informed about Company and the services we provide. There may be instances where you may choose to communicate with us by e-mail. Those instances may include situations where you report a service issue, request service, request a change in service, or other situations. If you communicate with the Company by e-mail, then you agree that e-mail sent by the Company to you will be considered to be sent with your





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consent. You acknowledge and agree that any such email will be accessible to anyone who has access to your e-mail.

- b. In order to provide you with services we offer, or to complete transactions or requests you initiate through the Website, we may utilize outside services provided by third party operators to perform functions for us. The third party operators will have access to some of your Personal Information in order to render such services. Additionally, in certain instances, the third-party content may be "framed" in such a way it appears you are still on Company's Website. In those cases where the third-party content is "framed," you no longer will be at the Company Website. In those circumstances where we use third parties to perform functions for us, we will have agreements with those third parties to maintain the confidentiality of your Personal Information.
- c. Other than as set forth in this Privacy Policy, we will not disclose your Personal Information to third parties without your written consent (which consent may be obtained electronically, such as by e-mail), unless we reasonably believe the disclosure is essential to the conduct of the Company's business or to provide services to you. The instances where we may disclose your Personal Information to third parties includes, but is not limited to, situations where such disclosure is necessary to (i) comply with the law, legal process or some governmental agency, (ii) collect unpaid bills, (iii) enable the Company's employees or consultants to provide service to you and to otherwise perform their duties, or (iv) resolve customer disputes or inquiries. We do not sell your Personal Information to third parties for telemarketing, e-mail or direct mail solicitation of third party products or services.
- d. You are responsible for all activity on the Website accessed by your user name and password. You agree that the protection of the confidentiality of your user name and password is your responsibility.
- e. Company employees and consultants to Company may have access to your Personal Information. That access to your Personal Information by Company employees or consultants is limited to only information necessary to provide the business service offered and to allow employees or consultants to perform their duties.

3. Surveys, Contests and Promotions

From time to time, Company may offer surveys, contests, sweepstakes and other promotions ("Events"). Those Events may be sponsored solely by Company or in conjunction with third parties. As a condition of participating





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in those Events, you may be asked to provide Personal Information. That Personal Information may, under the rules governing such events, be used by the sponsoring parties for marketing purposes. Even if you previously elected not to receive information or mailings from third parties or us, you may still receive information through your participation in these Events. If you are under the age of 13, you may be subject to special rules regarding your participation in certain Events. The rules governing each Event will be clearly posted, as will notification about how the information gathered may be used.

4. Children's Privacy Online

We understand children's privacy is important. Our website is not directed to children under the age of 13. If you are under the age of 13, then you should not submit Personal Information on the Website or any web sites without the consent of your parent or guardian.

5. When You Visit Our Website.

"Non-personal Information" is information about you that is not personally identifiable, such as Internet Protocol (IP) address, browser type, host operating system, and other basic website statistical information that cannot identify a particular person. The Company Website, like many other websites, uses "cookies" and similar tools to help improve the user's experience on our Website. "Cookies" are small files that recognize repeat visitors. You should be able to control the use of cookies through your internet browser. Whether or not to allow cookies is your choice. If you decide to block the use of cookies, then certain aspects of our Website may not be available to you or function as designed. We may use some of this Non-personal Information for internal purposes.

6. Links

While browsing the Website, you may encounter links to other third party operated web sites. If you click on one of these hypertext links to view one of these third party operated websites, then these other third party websites may send their own cookies to you, log your IP address, and otherwise collect data or solicit Personal Information. THE COMPANY DOES NOT CONTROL AND IS NOT RESPONSIBLE FOR WHAT THIRD PARTIES DO IN CONNECTION WITH THEIR WEBSITES, OR HOW THEY HANDLE YOUR PERSONAL INFORMATION. PLEASE EXERCISE CAUTION AND CONSULT THE PRIVACY POLICIES POSTED ON EACH THIRD PARTY WEBSITE FOR FURTHER INFORMATION.

7. Security.

The Company works hard to protect Personal Information that is collected. However, no security program is 100% effective at preventing the unauthorized access, disclosure or use of Personal Information. Credit card and debit card account information provided to the Company through our website will be collected via a secure





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transmission and will be stored in a commercially reasonable secured manner. Other transmissions of data are not subject to the same security protocols and may be more easily compromised.

You may direct any questions about this Privacy Policy to: info@LassoTag.com

