

Privacy Statement

Direct Options is committed to protecting your privacy and developing technology that gives you the most powerful and safe online experience. This Statement of Privacy applies to the Direct Options' Web sites and governs data collection and usage. By using Direct Options' Web sites, you consent to the data practices described in this statement.

Collection of your Anonymous and Personal Information

Direct Options collects two types of data from the usage of our website, anonymous information and personal information. Anonymous information cannot reasonably allow us to identify the specific individual whereas personal information does allow us to identify the actions of a specific individual. Regardless of information classification, all information is collected in a fair and lawful means in accordance to local law.

Anonymous information collection targets understanding how our websites are used and how they are accessed. For these purposes, anonymous information can include but is not limited to pages visited, length of time spent on pages, page clicks, number of visits, page referrer, ip address, operating system, browser, language, screen resolution, and geographic area. This information is used by Direct Options for the operation of the service, to maintain quality of the service, and to provide general statistics regarding use of Direct Options' Web sites.

Personal information is only collected in instances where the individual has voluntarily chosen to provide Direct Options with this information. This information can include but is not limited to your e-mail address, name, home or work address, telephone number, login and password (password stored as hash value), age, gender, preferences, interest, favorites, messages sent to Direct Options, and public message board posts. Please keep in mind that if you directly disclose personally identifiable information or personally sensitive data through Direct Options' public message boards, this information may be collected and used by others. If you choose to not supply certain pieces of personal information, you may not be able to fully experience the interactive features of Direct Options' services or Web sites you visit.

Direct Options encourages you to review the privacy statements of Web sites you choose to link to from Direct Options so that you can understand how those Web sites collect, use and share your information. Direct Options is not responsible for the privacy statements or other content on Web sites outside of the Direct Options and Direct Options' family of Web sites.

Use of your Anonymous and Personal Information

Direct Options keeps track of the Web sites and pages our customers visit within Direct Options, in order to determine what Direct Options' services are the most popular. This data is used to deliver customized content and advertising within Direct Options to customers whose behavior indicates that they are interested in a particular subject area.

Direct Options collects and uses your personal information to operate Direct Options' Web sites

and deliver the services you have requested. Direct Options may also use your personally identifiable information to inform you of other products or services available from Direct Options and its affiliates. Direct Options may also contact you via surveys to conduct research about your opinion of current services or of potential new services that may be offered.

Direct Options does not sell, rent or lease its customer lists to third parties. Direct Options may, from time to time, contact you on behalf of external business partners about a particular offering that may be of interest to you. In those cases, your unique personally identifiable information (e-mail, name, address, telephone number, etc) is not transferred to the third party. In addition, Direct Options may share data with trusted partners to help us perform statistical analysis, send you email or postal mail, provide customer support, or arrange for deliveries. All such third parties are prohibited from using your personal information except to provide these services to Direct Options, and they are required to maintain the confidentiality of your information.

Direct Options does not use or disclose sensitive personal information, such as race, religion, or political affiliations, without your explicit consent.

Direct Options' Web sites will disclose your personal information, without notice, only if required to do so by law or in the good faith belief that such action is necessary to: (a) conform to the edicts of the law or comply with legal process served on Direct Options or a Web site; (b) protect and defend the rights or property of Direct Options; and, (c) act under exigent circumstances to protect the personal safety of users of Direct Options, or the public.

Use of Cookies

Direct Options' Web sites use "cookies" to help you personalize your online experience. A cookie is a text file that is placed on your hard disk by a Web page server. Cookies cannot be used to run programs or deliver viruses to your computer. Cookies are uniquely assigned to you, and can only be read by a web server in the domain that issued the cookie to you.

You have the ability to accept or decline cookies. Most Web browsers automatically accept cookies, but you can usually modify your browser setting to decline cookies if you prefer. If you choose to decline cookies, you may not be able to fully experience the interactive features of Direct Options' services or Web sites you visit.

Security of your Personal Information

Direct Options secures your personal information from unauthorized access, use or disclosure. Direct Options secures the personally identifiable information you provide on computer servers in a controlled, secure environment, protected from unauthorized access, use or disclosure. When highly sensitive personal information (such as a passwords, etc.) is transmitted to Direct Options' Web sites, it is protected through the use of encryption, such as the Secure Socket Layer (SSL) protocol. Direct Options makes a reasonable effort to protect the quality of your data by keeping the information accurate and up-to-date.

Changes to this Statement

Direct Options will occasionally update this Statement of Privacy to reflect company and customer feedback. Direct Options encourages you to periodically review this Statement to be informed of how Direct Options is protecting your information.

Contact Information

Direct Options welcomes your comments regarding this Statement of Privacy. If you believe that Direct Options has not adhered to this Statement, please contact Direct Options at compliance@directoptions.com. We will use commercially reasonable efforts to promptly determine and remedy the problem.