



This site is owned and operated by Akumen. This privacy statement discloses what information we gather and how we use it.

### **Information Akumen gathers and tracks**

Akumen gathers two types of information about users

- Aggregated tracking information derived mainly by tallying page views throughout our sites. This information allows us to better tailor our content to readers' needs and to help better understand the demographics of our audience.

Information about an individual user is kept completely confidential and is never shared with third parties.

### **INFORMATION GATHERED**

#### **Usage tracking**

Akumen tracks user traffic patterns throughout our sites. However, we do not correlate this information with data about individual users. Akumen does break down overall usage statistics according to a user's domain name, browser type, and MIME type by reading this information from the browser string (information contained in every user's browser).

Akumen sometimes tracks and catalogs the search terms those users enter in our Search function, but this tracking is never associated with individual users. We use tracking information to determine which areas of our sites users like and don't like based on traffic to those areas. We do not track what individual users read, but rather how well each page performs overall. This helps us continue to build a better service for you.

#### **Cookies**

We may place a text file called a "cookie" in the browser files of your computer. The cookie itself does not contain personal information although it will enable us to relate your use of this site to information that you have specifically and knowingly provided. The only personal information a cookie can contain is information you supply yourself. A cookie can't read data off your hard disk or read cookie files created by other sites. Akumen uses cookies to track user traffic patterns (as described above). Our advertising system delivers a one-time cookie to better track ad impressions and click rates.

You can refuse cookies by turning them off in your browser. If you've set your browser to warn you before accepting cookies, you will receive the warning message with each cookie. You do not need to have cookies turned on to use this site. However, you do need cookies to participate actively in message boards, forums, polling and surveys.



## **USE OF INFORMATION**

Akumen uses information voluntarily given by our users to enhance their experience in our network of sites, whether to provide interactive or personalized elements on the sites or to better prepare future content based on the interests of our users.

As stated above, we use information that users voluntarily provide in order to send out electronic newsletters and to enable users to participate in polls, surveys, message boards, and forums. We send out newsletters to subscribers on a regular schedule (depending on the newsletter), and occasionally send out special editions when we think subscribers might be particularly interested in something we are doing. Akumen never shares newsletter mailing lists with any third parties, including advertisers, sponsors or partners.

We use tracking information to determine which areas of our sites users like and don't like based on traffic to those areas. We do not track what individual users read, but rather how well each page performs overall. This helps us continue to build a better service for you. We track search terms entered in Search function as one of many measures of what interests our users. We don't track which terms a particular user enters.

## **SHARING OF THE INFORMATION**

Akumen uses the above-described information to tailor our content to suit your needs. We will not share information about individual users with any third party, except to comply with applicable law or valid legal process or to protect the personal safety of our users or the public.

## **SECURITY**

Akumen operates secure data networks protected by industry standard firewall and password protection systems. Our security and privacy policies are periodically reviewed and enhanced as necessary and only authorised individuals have access to the information provided by our customers.

## **OPT-OUT POLICY**

We give users the option to opt-out wherever necessary and practical.

## **YOUR CONSENT**

By using this site, you consent to the collection and use of this information by Akumen.