

Habersham Broadcasting Co. Privacy Policy

Last updated: January 1, 2024

This Privacy Policy is applicable to www.mycountry993.com, www.1077thebreeze.com, and www.habershambroadcasting.com (collectively, the “Websites”), “My Country 99.3” and “107.7 the Breeze” mobile applications (collectively, the “Apps”), and any other online service owned and operated by Habersham Broadcasting Co. (collectively the “Company”, “we”, “our”, or “us”) that states it is governed by this Privacy Policy and/or links to this Privacy Policy (together with the Websites and the Apps, the “Service”). This Privacy Policy will describe what information we collect, how we use that information, and what choices you have about how it is used. Some functions and services offered may have additional privacy statements that supplement this Privacy Policy.

Collection of Personal Information

We may collect personal information, which is any information that identifies you as an individual or is relatable to an identifiable individual, directly from you when you use the Service. The types of personal information we collect include, but is not limited to the following:

- Contact Information, such as your name, postal address, username and password, email address, telephone number, and date of birth.
- Photos, videos, or other recordings you choose to post on our Website or email to us as part of entering promotions or sweepstakes.
- Demographics and your interests, preferences, and demographics. For example, we may collect information about your interests in certain lifestyle topics. We collect this information for example, when you enter a contest.

Information Collected Automatically

We may use various tools and technologies like cookies, web beacons, and pixels to collect information automatically when you interact with the Service. This information may include IP addresses, device identifiers, browser characteristics, operating system details, Internet service provider details, language preferences, and details about your use of the Service (referring URLs, time and length of visits, and pages viewed).

“Cookies” are small data files stored by your web browser on your computer. Cookies may allow us to make your interaction with the Website faster and more personal, for example by remembering your preferences the next time you return to the Website. Cookies also allow us to monitor how you and other users use the Website. This information can be used to improve the site or detect and prevent site misuse.

Most web browsers accept cookies by default, but you may be able to control how and whether cookies will be accepted by your web browser or device. For more information on how to do so, please refer to your browser help menu to learn how to disable cookies. Some features of the Website may not function properly with cookies disabled. Also, disabling cookies may invalidate opt outs that use cookies to recognize devices that have opted out.

Please note that we or third parties may collect personal information about your online activities over time and across different devices and online properties when you use our Services. We may combine certain automatically collected information with other information we obtain about you, which may include data we obtain from third parties. Your browser may have settings that allow you to transmit a “Do Not Track” signal when you visit various websites or use online services. Our Websites are not designed to respond to “Do Not Track” signals received from browsers. To learn more about “Do Not Track” signals, visit allaboutdnt.com.

Information Collected through Your Device

When you download, access, or use our Apps, the Apps may (depending on your device or Apps permission settings) have access to certain information from your device, such as:

1. **Location.** The Apps may collect precise or approximate location of your device, which can be determined by your Bluetooth connection or cell towers. We may use location data in order to deliver or restrict certain content based on your location.
2. **Device Information.** The Apps may collect information about your mobile device and Internet connection, including the model of device used and its operating system, and the version of our mobile app used. We may use this information to understand how our Apps perform when you use it.
3. **Device ID.** The Apps may use your device identifier (including your device’s advertising identifier) to provide you a better experience. We use your device ID to recognize your mobile device.

Certain permission settings allow you to access or use certain features within the Apps. Changing your permission settings may affect your ability to access or use certain features on the Apps.

How We Use Personal Information

We may use information collected through the Service as follows:

- To provide you with the Service (such as to present the Website and its contents to you);
- To personalize content for you (such as to deliver localized weather and news alerts and other relevant information to you);
- To communicate with you;
- For marketing and advertising purposes;
- To analyze Service usage and improve our Service functionality;
- To comply with legal obligations, resolve disputes and enforce our agreements;
- To administer a sweepstakes or similar promotion and identify or publicize the winner(s) in accordance with the rules for that promotion; and
- For any other purpose with your consent.

We will store information collected via the Service for no longer than is necessary for the performance of our obligations or to achieve the purposes for which the information was collected, or as may be permitted under applicable law.

How We Share Personal Information

We may share your personal information with affiliates, business partners, vendors and other parties. For example, we may share personal information with third parties that perform services on our behalf, for

example, our technical and marketing service providers. To the extent that we grant third parties access to information collected via your mobile device, they are expected to follow privacy practices no less protective than our practices to the extent allowed by applicable law.

Additionally, we may share your personal information: (1) to comply with a law, regulation or other governmental request (e.g., to comply with subpoenas, court orders, legal process or requests by law enforcement or governmental entities); (2) to investigate or defend against third-party claims against us; (3) to detect, prevent or investigate fraud or other illegal activity or to enforce this Policy; (4) to repair or resolve technical issues in the operation of the Website; (5) with your consent or at your direction; and (6) to respond to emergencies, such as when we believe someone's physical safety is at risk. We may also share your personal information as an asset of the business in the event of a sale, merger or other business transaction or transfer involving us or affiliated entities (including the negotiations of such transactions).

Sweepstakes, Contests and Similar Promotions

We may operate contests, sweepstakes, raffles, and similar promotions (each, a "Promotion") jointly sponsored or offered by third parties that may require submitting personal information. If you choose to participate in a Promotion, your personal information may be disclosed to third parties as described in the terms applicable to that Promotion. In the event that the terms applicable to a particular Promotion conflict with this Privacy Policy, the terms applicable to the Promotion shall control.

How Do We Protect Your Information?

We implement commercially reasonable technical, physical and administrative security measures to protect your personal information against the loss, misuse and unauthorized access, disclosure, alteration and destruction of personal information collected through the Service. Nevertheless, the transmission of information via the Internet is not completely secure. We cannot and do not guarantee the security of your personal information.

Children's Privacy

The Service is not directed at or intended for use by children under 13 years old. We do not knowingly collect or retain personal information from children under 13. If we become aware that we have obtained personal information from an individual under the age of 13, we will delete such information in accordance with applicable law.

Information for Users Outside the United States

The Service is not directed at or intended for users outside the U.S. Please be advised that laws related to data collection and use of your personal information may differ from the laws in your country of residence. Any personal information submitted through the Service will be transferred to the U.S. and may not have the same legal data protection as in your jurisdiction.

Your Choices

Unsubscribe from Emails. You may opt-out of receiving emails from us by following the "unsubscribe" instructions included in certain emails we send you.

Mobile Application Users. You may also choose to uninstall our applications from your mobile device. You may also be able to exercise specific privacy choices, such as enabling or disabling certain features (e.g., location-based services or push notifications), by adjusting the permissions on your mobile device.

Beware that even if GPS precise location services are disabled, other means of establishing or estimating location (e.g., proximity to Wi-Fi or Bluetooth signals) may persist.

Links to Third Party Sites and Social Features

The Service may contain links to other sites. Please be aware that we are not responsible for the privacy practices or content of other sites. This Privacy Policy applies solely to personal information collected through the Service. We encourage our users to be aware when they leave the Service and to read the privacy policies of other sites and online services.

The Service may permit you to interact with social media platforms operated by unaffiliated parties, including to “like” or “share” content from the Service (each, a “Social Feature”). If you choose to use a Social Feature, that information may be publicly displayed, and the party operating the other platform may receive certain information about you and your use of the Service. Similarly, if you interact with us through Social Features (e.g., if you “like” or “follow” our page on another platform), we may have access to information about you from that platform. You should review the terms, policies, and settings of these other platforms to learn more about their data practices and/or adjust your settings.

Changes to this Privacy Policy

We may update this Privacy Policy from time to time. If we update the Policy, we will update the “Last Updated” date at the beginning of the Privacy Policy. Your continued use of this Website after any update to this Privacy Policy will constitute acceptance of the changes.

How to Contact Us

If you have questions about this Privacy Policy, you may contact us by emailing privacy@habershambroadcasting.com.