

Privacy Policy

Your privacy on the Internet is of the utmost importance to Us. At UpTrio, We want to make Your experience online satisfying and safe. Because We gather certain types of information about Our users, We feel You should fully understand the terms and conditions surrounding the capture and use of that information. This Privacy Policy, Terms and Conditions and Acceptable Use Policy, set out Our policies applicable to Your account and disclose what information We gather and how We use it.

UpTrio gathers and keeps track of:

- Information that users provide through optional, voluntary submissions. These are voluntary submissions made by You in order to receive Our electronic newsletters, to participate in Our message boards or forums, to email a friend, and from participation in polls and surveys.
- Information UpTrio gathers through 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 Our advertisers and sponsors better understand the demographics of Our audience. Because UpTrio derives its revenue mainly from sponsorships and advertising, providing such aggregated demographic data is essential to keeping Our service free to users. Under no circumstances does UpTrio divulge any information about an individual user to a third party.

UpTrio gathers information about its users as follows:

1. OPTIONAL VOLUNTARY INFORMATION SUBMISSION

UpTrio offers the following free services, which require some type of voluntary submission of personal information by users:

1. **Electronic newsletters (Dispatches).** UpTrio offers a free electronic newsletter to users. UpTrio gathers the email addresses of users who voluntarily subscribe to this service. At any time, users are free to remove themselves from this mailing list by following the link provided in every newsletter pointing the user to the subscription management page.
2. **Message Boards/Forums.** Users of the UpTrio's Message Boards and Forums can login to these areas with their UpTrio usernames free of charge in order to post messages. Authorization is not required in order to visit or otherwise use UpTrio's other services and/or products.
3. **"E-mail this to a friend" Service.** UpTrio users can choose to electronically forward a link, page, or documents to someone else by clicking on "e-mail this to a friend". In order to do so, the user must provide his email address, as well as the email address of the intended recipient. This information is used only in the case of transmission errors and, of course, to let the recipient know the identity of the sender. The information collected is not used for any other purpose.
4. **Polling.** UpTrio occasionally offers interactive polls to users in order to enable the users to share their experience with other users as well as to improve UpTrio's services. The collected information, including user opinions, testimony and other submitted information is aggregated. This information is not identifiable to any particular user. However, UpTrio may employ action "tags" (also known as single pixel gifs or web beacons) to tag users after they have voted, in order to prevent the same user from voting multiple times on the same issue. This "tag" is not correlated with the subject user's individual information.
5. **Surveys.** UpTrio may occasionally conduct user surveys to better target Our content to Our audience. We sometimes share the aggregated demographic information in these surveys with Our sponsors, advertisers and partners. However, in doing so, We will never share specific user information with any third party.

2. CHILDREN