

## **Privacy Policy**

Protecting your private information is our priority. This Statement of Privacy applies to <http://www.shalemag.com> and SHALE Oil & Gas Business Magazine and governs data collection and usage. For the purposes of this Privacy Policy, unless otherwise noted, all references to SHALE Oil & Gas Business Magazine include <http://www.shalemag.com>, SHALE Magazine, Texas Energy Advocates Coalition and [www.txenergyadvocates.com](http://www.txenergyadvocates.com). The SHALE Magazine website is a Media, Advertising and Communications site. By using the SHALE Magazine website, you consent to the data practices described in this statement.

### **Collection of your Personal Information**

SHALE Magazine may collect personally identifiable information, such as your:

- Name
- Address
- E-mail Address
- Phone Number

If you purchase SHALE Magazine's products and services, we collect billing and credit card information. This information is used to complete the purchase transaction.

SHALE Magazine may also collect anonymous demographic information, which is not unique to you, such as your:

- Age
- Gender
- Race
- Religion
- Political Affiliation
- Household Income

We may gather additional personal or non-personal information in the future.

SHALE Magazine encourages you to review the privacy statements of websites you choose to link to from SHALE Magazine so that you can understand how those websites collect, use and share your information. SHALE Magazine is not responsible for the privacy statements or other content on websites outside of the SHALE Magazine website.

### **Use of your Personal Information**

SHALE Magazine collects and uses your personal information to operate its website(s) and deliver the services you have requested.

SHALE Magazine may also use your personally identifiable information to inform you of other

products or services available from SHALE Magazine and its affiliates. SHALE Magazine may also contact you via surveys to conduct research about your opinion of current services or of potential new services that may be offered.

SHALE Magazine does not sell, rent or lease its customer lists to third parties.

SHALE Magazine 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) is not transferred to the third party. SHALE Magazine may share data with trusted partners to help 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 SHALE Magazine, and they are required to maintain the confidentiality of your information.

SHALE Magazine may keep track of the websites and pages our users visit within SHALE Magazine, in order to determine what SHALE Magazine services are the most popular. This data is used to deliver customized content and advertising within SHALE Magazine to customers whose behavior indicates that they are interested in a particular subject area.

SHALE Magazine 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 SHALE Magazine or the site; (b) protect and defend the rights or property of SHALE Magazine; and, (c) act under exigent circumstances to protect the personal safety of users of SHALE Magazine, or the public.

### **Automatically Collected Information**

Information about your computer hardware and software may be automatically collected by SHALE Magazine. This information can include: your IP address, browser type, domain names, access times and referring website addresses. This information is used for the operation of the service, to maintain quality of the service, and to provide general statistics regarding use of the SHALE Magazine website.

### **Use of Cookies**

The SHALE Magazine website may 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.

One of the primary purposes of cookies is to provide a convenience feature to save you time. The purpose of a cookie is to tell the Web server that you have returned to a specific page. For example, if you personalize SHALE Magazine pages, or register with SHALE Magazine site or services, a cookie helps SHALE Magazine to recall your specific information on subsequent visits. This simplifies the process of recording your personal information, such as billing addresses, shipping addresses, and so on. When you return to the same SHALE Magazine website, the information you previously provided can be retrieved, so you can easily use the SHALE Magazine

features that you customized.

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 the SHALE Magazine services or websites you visit.

### **Security of your Personal Information**

SHALE Magazine secures your personal information from unauthorized access, use, or disclosure. SHALE Magazine uses the following methods for this purpose:

- SSL Protocol

When personal information (such as a credit card number) is transmitted to other websites, it is protected through the use of encryption, such as the Secure Sockets Layer (SSL) protocol.

### **Children Under Thirteen**

SHALE Magazine does not knowingly collect personally identifiable information from children under the age of thirteen. If you are under the age of thirteen, you must ask your parent or guardian for permission to use this website.

### **Opt-Out & Unsubscribe**

We respect your privacy and give you an opportunity to opt-out of receiving announcements of certain information. Users may opt-out of receiving any or all communications from SHALE Magazine by contacting us here:

- Web page: \_\_\_\_\_
- Email: \_\_\_\_\_
- Phone: \_\_\_\_\_

### **Changes to this Statement**

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

### **Contact Information**

SHALE Magazine welcomes your questions or comments regarding this Statement of Privacy. If you believe that SHALE Magazine has not adhered to this Statement, please contact SHALE Magazine at:

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