

*Published on December 1, 2007*

The following privacy policy discloses the privacy practices of The Terminal (<http://bhamterminal.com>) and all of the sections associated with the site, including:

- Timetable - <http://bhamterminal.com/timetable/>
- my Birmingham - <http://bhamterminal.com/mybirmingham/>
- The Rumble - <http://bhamterminal.com/rumble/>
- Magic City Question - <http://bhamterminal.com/mcq/>

as well as any special sections of the site developed for a limited time. Unless otherwise noted, all references to The Terminal in this policy include all sections of the site.

Please note that The Terminal may contain links to other websites for your convenience and information. The Terminal is not responsible for the privacy practices or content of those sites. Please review the privacy policy of any company before submitting your personal information to it.

### **What information's collected?**

The information collected falls into one of two categories:

- Personal information you voluntarily supply when you subscribe to our newsletter or email subscription, complete a survey, register for an online discussion, enter a contest or provide your email address; and
- Tracking information collected as you navigate through the sites of The Terminal.

### **Posting comments to The Terminal**

Participation in the discussions on the pages of The Terminal require the submission of a username and a valid email address. Failure to provide a valid address will result in the information being discarded. You may also choose to not participate in the discussion.

### **Contests, sweepstakes and special offers**

The Terminal occasionally collects personal information, including name and email address, in connection with optional contests, sweepstakes or special offers. We will notify you at the time of the collection if this information is to be shared with a third party. There will normally be an opt-out option if you wish to take part in the contest, sweepstakes or special offer and do not wish to be contacted further by the third party. You may also choose to not participate.

### **Surveys/market research**

The Terminal occasionally collects personal information from visitors in association with surveys conducted on our website. The information provided may be shared, but only in aggregate form, with potential advertisers and partners unless you are notified at the time of collection.

### **Text messaging**

The Terminal currently maintains a Twitter account for the purposes of contacting visitors who wish to "follow" the profile with notification of posting of articles and of sharing information about special offers. The members of this group may opt out at any time they wish if they would rather not receive these notifications.

### **Social network information**

The Terminal currently maintains a MySpace and Virb profile as well as a Facebook group for purposes of keeping members that have "opted-in" aware of stories, updates or special features and/or offers on the site. The Terminal asks that you click on the following links to view the privacy

policies of the sites named above.

### **Cookies**

The Terminal uses “cookies” to recognize you & to allow you to comment using a singular username. The information collected is used by The Terminal for purposes of determining popularity of the site’s sections.

The Terminal currently uses Google Analytics to track and analyze non-personally identifiable usage and statistical information from our visitors. The information collected is used by The Terminal to provide aggregated information about traffic for our advertisers and for promotional purposes. For more information about Google Analytics privacy policy, please [click here](#).

We do contract with other companies to provide services on our behalf, including credit-card and billing processing, shipping and e-mail distribution.

### **How’s the information used?**

The domain name and aggregate information is collected to assist in securing advertising for the site in addition to assisting us in determining management practices for the site.

We will never sell, rent or trade or your information to any third party. Period.

We will never provide any of your personal information to a third party without your written permission.

We may use aggregate demographic and preference information to allow advertising on our site to be targeted to those for whom they are most pertinent.

Please remember that any comments that you choose to submit for posting anywhere on the site will be public if approved. Please comment accordingly and review our terms of use.

### **Any questions?**

If at any time you have a complaint or concern regarding The Terminal and violations of this policy, please feel free to contact us either via email or via U.S. Mail using the address listed on our [contact page](#) or call us at 205.276.6585.