

Special Note to Parents of Minor Children

Cookies and Web Beacons

Big Country 1073.com uses a software technology called "cookies." Cookies are small text files that we place in visitors' computer browsers to store their preferences. Cookies themselves do not contain any personally identifiable information. Although cookies could enable us to relate a visitor's use of this web site to personal information that the visitor has provided, such as an e-mail address, we do not use cookies for this purpose with one exception: for some activities, we use session cookies to ensure that visitors under the age of 13 provide a parental email address to assist with our compliance with the Children's Online Privacy Protection Act. We do use cookies to determine how many visitors we have and how often they visit various sections of our site.

Parental Review of Information

Parents, please send a letter or postcard to our Privacy Manager at the mailing address provided below if you would like to do any of the following:

- access personally identifiable information that the Big Country 1073.com site has collected online from your child,
- correct factual errors in such information,
- request to have this information deleted, or
- request that we no longer collect or maintain such information.

Please be sure to include your e-mail address and a telephone number where we can reach you. To protect your child's privacy and security, we will take reasonable steps to verify your identity before granting you access to the personal information that we collect and maintain about your child.

Updates & Effective Date

From time to time, we may update this privacy notice. We will notify you about material changes in the way we treat personally identifiable information by placing a notice on our site. We encourage you to periodically check back and review this policy so that you always will know what information we collect, how we use it, and to whom we disclose it.

A Final Note to Parents

The Internet offers a world of opportunity for children. Your guidance and involvement are essential to help ensure that children have a safe and rewarding online experience. Your efforts to instill responsible information practices will help steer your children to age-appropriate sites, and will go a long way toward ensuring that your children have enriching online experiences.

Cumulus Ft. Smith, Big Country 107.3 Website Privacy Statement

This document was last updated on June 26, 2006.

1. ACKNOWLEDGEMENT AND ACCEPTANCE OF TERMS

Cumulus Ft. Smith, Big Country 107.3 is committed to protecting your privacy. This Privacy Statement sets forth our current privacy practices with regard to the information we collect when you or your computer interact with our website. By accessing Cumulus Ft. Smith, BigCountry1073.com, you acknowledge and fully understand Cumulus Ft. Smith, Big Country 107.3's Privacy Statement and freely consent to the information collection and use practices described in this Website Privacy Statement.

2. PARTICIPATING MERCHANT POLICIES

Related services and offerings with links from this website, including vendor sites, have their own privacy statements that can be viewed by clicking on the corresponding links within each respective website. Online merchants and others who participate in Cumulus Ft. Smith, Big Country 107.3 services are encouraged to participate in industry privacy initiatives and to take a responsible attitude towards consumer privacy. However, since we do not have direct control over the policies or practices of participating merchants and other third parties, we are not responsible for the privacy practices or contents of those sites. We recommend and encourage that you always review the privacy policies of merchants and other third parties before you provide any personal information or complete any transaction with such parties.

3. INFORMATION WE COLLECT AND HOW WE USE IT

Cumulus Ft. Smith, Big Country 107.3 collects certain information from and about its users three ways: directly from our Web Server logs, the user, and with Cookies.

a. Web Server Logs.

When you visit our Website, we may track information to administer the site and analyze its usage. Examples of information we may track include:

- Your Internet protocol address.
- The kind of browser or computer you use.
- Number of links you click within the site.
- State or country from which you accessed the site.
- Date and time of your visit.
- Name of your Internet service provider.
- Web page you linked to our site from.
- Pages you viewed on the site.

b. Use of Cookies

Cumulus Ft. Smith, Big Country 107.3 may use cookies to personalize or enhance your user experience. A cookie is a small 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. For example, if you personalize a web page, or navigate within a site, a cookie helps the site to recall your specific information on subsequent visits. Hence, this simplifies the process of delivering relevant content and eases site navigation by providing and saving your preferences and login information as well as providing personalized functionality.

Cumulus Ft. Smith, Big Country 107.3 reserves the right to share aggregated site statistics with partner companies, but does not allow other companies to place cookies on our website unless there is a temporary, overriding customer value (such as merging into Cumulus.com a site that relies on third-party cookies).

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 reject cookies by changing your browser settings then be aware that this may disable some of the functionality on our Website.

c. Personal Information Users

Visitors to our website can register to purchase services. When you register, we will request some personal information such as name, address, email, telephone number or facsimile number, account number and other relevant information. If you are purchasing a service, we will request financial information. Any financial information we collect is used only to bill you for the services you purchased. If you purchase by credit card, this information may be forwarded to your credit card provider. For other types of registrations, we will ask for the relevant information. You may also be asked to disclose personal information to us so that we can provide assistance and information to you. For example, such data may be warranted in order to provide online technical support and troubleshooting.

We will not disclose personally identifiable information we collect from you to third parties without your permission except to the extent necessary including:

- To fulfill your service requests for services.

- To protect ourselves from liability,
- To respond to legal process or comply with law, or
- In connection with a merger, acquisition, or liquidation of the company.

4. USE OF WEB BEACONS OR GIF FILES

Cumulus Ft. Smith, BigCountry1073.com Web pages may contain electronic images known as Web beacons – sometimes also called single-pixel gifs – that allow Cumulus Ft. Smith, Big Country 107.3 to count users who have visited those pages and to deliver co-branded services. Cumulus Ft. Smith, Big Country 107.3 may include Web beacons in promotional e-mail messages or newsletters in order to determine whether messages have been opened and acted upon.

Some of these Web beacons may be placed by third party service providers to help determine the effectiveness of our advertising campaigns or email communications. These Web beacons may be used by these service providers to place a persistent cookie on your computer. This allows the service provider to recognize your computer each time you visit certain pages or emails and compile anonymous information in relation to those page views, which in turn enables us and our service providers to learn which advertisements and emails bring you to our website and how you use the site. Cumulus Ft. Smith, Big Country 107.3 prohibits Web beacons from being used to collect or access your personal information.

5. ACCESSING WEB ACCOUNT INFORMATION

We will provide you with the means to ensure that personally identifiable information in your web account file is correct and current. You may review this information by contacting us by sending an email to our support attendant – helpdesk@bigcountry1073.com.

8. CHANGES TO THIS STATEMENT

Cumulus Ft. Smith, Big Country 107.3 has the discretion to occasionally update this privacy statement. When we do, we will also revise the “updated” date at the top of this Privacy page. We encourage you to periodically review this privacy statement to stay informed about how we are helping to protect the personal information we collect. Your continued use of the service constitutes your agreement to this privacy statement and any updates.

7. CONTACTING US

If you have questions regarding our Privacy Statement, its implementation, failure to adhere to this Privacy Statement and/or our general practices, please contact us at: helpdesk@bigcountry1073.com or send your comments to :

Cumulus Ft. Smith, Big Country 107.3
Attention: Privacy Statement Personal
3104 South 70th Street

Fort Smith AR. 72903

Cumulus Ft.Smith, Big Country 107.3 will use commercially reasonable efforts to promptly respond and resolve any problem or question.