

PRIVACY POLICY

August 27, 2008

BurstMarketing believes that you have the right to control your personal information. We abide by the strictest policies to protect your privacy and identity, and follow all components of the CAN-SPAM act as well.

We also want to deliver our content in a way that best meets your needs. For this reason, we ask you to register or to provide limited personal information when you subscribe to the podcast; give your email for a mailing list alert; provide your cell phone number, Skype, Twitter or instant messaging address for electronic alert; or personal information for posting comments. We use the personal information and addresses you share with us for two reasons: (1) to ensure that the content that we provide is delivered to you via the service that you have specified; and (2) to ensure that you are a legitimate user of our services and thereby prevent SPAM and other web site intrusions. We also screen all comments that may be posted on our podcast site before they are published and reserve the right to deny access or posting for any reason. We have a SPAM-screening service as well to prevent automatic commenting on posts. We may also track your activity (the pages you visit) on our web site using cookies in order for us to improve your Internet experience.

As a general rule, BurstMarketing does not sell, disclose or release customer account information to unaffiliated third parties without your permission, unless we have a business relationship with those companies where the disclosure is appropriate for those companies to provide their services to BurstMarketing and our customers. If such third parties have access to personally identifiable information, BurstMarketing has required them to protect this information in a manner that is consistent with this Privacy Policy by not using the information for any purpose other than to carry out the services they are performing for BurstMarketing. We may also provide the information, where permitted or required by law, in order to enforce our rights or protect our property, as well as comply with court orders, subpoenas or other legal or regulatory requirements.

Part of our application and web server tracks log activity to file to provide site-wide reporting, and to ensure smooth operations of our podcasts. Like all Internet servers, logged information may include timestamps, your client IP address (as it appears to the server) and the page(s) you visit. As a general rule, our detailed logs will never be shared with any third party, nor will we ever publish any personally identifiable information in our analyses without your permission. However, there may be exceptions to the general rule. For example, we may need to provide information to regulatory or administrative agencies so that they can accomplish their tasks; and other disclosures may be driven by compliance to legal requirements imposed on Burst such as a subpoena or court order or other similar demand, associated with either criminal or civil proceedings.