

# TailLight.com

## Website Terms of Use & Privacy

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#### **6. USE OF PERSONALLY IDENTIFIABLE INFORMATION**

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We will not sell, share, or rent this information to others outside Tail Light except that we may share such information with third party vendors performing services for us. Only

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## **11. INFORMATION YOU PROVIDE**

You may not post, send, submit, publish, or transmit in connection with this Site any material that:

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- advocates illegal activity or discusses an intent to commit an illegal act;
- is vulgar, obscene, pornographic, or indecent;
- does not pertain directly to this Site;
- threatens or abuses others, libels, defames, invades privacy, stalks, is obscene, pornographic, racist, abusive, harassing, threatening, or offensive;
- seeks to exploit or harm children by exposing them to inappropriate content, asking for personally identifiable details, or otherwise;
- infringes any intellectual property or other right of any entity or person, including violating anyone's copyrights or trademarks or their rights of publicity;
- violates any law or may be considered to violate any law;
- impersonates or misrepresents your connection to any other entity or person or otherwise manipulates headers or identifiers to disguise the origin of the content;
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- includes programs that contain viruses, worms, and/or Trojan horses or any other computer code, files, or programs designed to interrupt, destroy, or limit the functionality of any computer software or hardware or telecommunications;
- disrupts the normal flow of dialogue, causes a screen to scroll faster than other users are able to type or otherwise act in a way which affects the ability of other people to engage in real-time activities via this Site;
- includes MP3 format files;
- amounts to a "pyramid" or similar scheme;
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security incidents. Tail Light reserves the right to investigate suspected violations of these Terms of Use.

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### **13. WEBSITE USE INFORMATION**

We collect information from visitors of the Tail Light Website, including the domain names, IP and MAC addresses, browser types, and unique device identifiers of such visitors. This information includes the number of visits, average time spent on the Website, pages viewed and similar information. This information may also include usage information about the page-by-page paths you take as you browse through the Website. We use this information to measure the use of the Website and to develop ideas to improve the content of the Website. For more information regarding our use of this information, please see the sections on “Cookies and Other Tracking Technologies” and “Analytics” below.

### **14. COOKIES AND OTHER TRACKING TECHNOLOGIES**

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If you do not want information collected through the use of cookies, there is a simple procedure in most browsers that allows you to automatically decline cookies or be given the choice of declining or accepting the transfer to your computer of a particular cookie (or cookies) from a particular site. You may also wish to refer to: <http://www.allaboutcookies.org/manage-cookies/index.html>. If, however, you do not accept our cookies, you may experience some inconvenience in your use of the Website.

We may also include small graphic images called web beacons, also known as &Internet tags& or &clear gifs,& in our web pages and email messages. We may use

web beacons or similar technologies for a number of purposes, including, without limitation, to count the number of visitors to the Website, to monitor how users navigate the Website, and to count how many emails that we sent were actually opened or how many particular articles or links were actually viewed.

We may also use embedded scripts on the Website. An embedded script is programming code that is designed to collect information about your interactions with the Website. It is temporarily downloaded onto your computer from our web server or a third party with whom we work, is active only while you are connected to the Website, and is deleted or deactivated thereafter.

Automatically-collected information about you, such as how you interact with the Website, may be combined with your personal information. If we associate any such automatically-collected information with personal information about you, we will treat the combined information as personal information.

## **15. ANALYTICS**

We may use third party analytics service providers (currently Google Analytics) to evaluate and provide us with information about the use of the Website. These third-parties use cookies, web beacons, pixels, embedded scripts and other, similar technologies to automatically collect information about your Website use, report Website trends, and help us compile Website metrics. These Terms of Use do not cover any use of information that such third-parties themselves may have collected from you. You can learn about Google's specific practices by going to [www.google.com/policies/privacy/](http://www.google.com/policies/privacy/), and you can opt out of Google Analytics by downloading the Google Analytics opt-out browser add-on, available at: <https://tools.google.com/dlpage/gaoptout>.

These and other third-parties may also collect personal information about your online activities over time and across different websites when you use the Website.

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