

## YUK YUK'S INTERNET PRIVACY POLICY

---

1. When a visitor to Yuk Yuk's submits information on any content area of Yuk Yuk's or to use any of its mailer services, contests, or e-commerce applications, Yuk Yuk's will not share or sell that personal information about our users to any outside agency, advertiser or other third party unless the user was made aware of this possibility prior to submitting their personal information.
2. Although Yuk Yuk's will use "cookies" to track user patterns on its web site, Yuk Yuk's will not use cookies to learn the identity of its users, nor attempt to track users after they leave the Yuk Yuk's site. Further, cookies will not be used by Yuk Yuk's to gather specific personal information about individual users. The usage patterns tracked by individual cookies will remain confidential, and Yuk Yuk's will not participate in any external site tracking programs. Nor will we share any cookie-generated information about individual users or user patterns with outside agencies or advertisers. A Yuk Yuk's third party may be given summaries of collective user patterns. For example, an advertiser might be told their promotion was viewed by 10,000 users on a particular day, will never be given information about individual users or their browsing habits.
3. Yuk Yuk's will not send unsolicited email to its users without their consent. Nor will the use of cookies by Yuk Yuk's result in a Yuk Yuk's user receiving unsolicited email from Yuk Yuk's or its advertisers, without their consent. Yuk Yuk's will not supply email addresses to any third party without having obtained the consent of a user.
4. When Yuk Yuk's asks its users to supply optional, personal information for contests, survey, e-commerce applications, or for any other purpose, that information will remain private and not be shared with any outside agency, advertiser or third party unless the user was made aware of this possibility prior to submitting their personal information.
5. Yuk Yuk's will compile site-wide demographic information that it will share with interested parties, but it will not compile profiles of individual users, including the gathering of names, addresses, email addresses and other personal information, to be shared with an advertiser unless the user has consented to the compilation of this material and submitted it freely in a registration form or survey.

### **Short Privacy Policy**

Yuk Yuk's will never send unsolicited (non-Yuk Yuk's related) email to its users. Yuk Yuk's will not supply email addresses to any third party.