

## **ONE COMMUNITY**

### **PRIVACY POLICY**

This My One Community website (“Site”) is operated by Maru Group LLC on behalf of Urban One, Inc., Interactive One, LLC d/b/a iONE Digital, TV One, LLC, and Reach Media Inc., and/or certain other Urban One subsidiaries and affiliated companies (collectively, “Company,” “Company,” “our,” or “us”). This Privacy Policy describes the type of information the Company may collect from you at this Site and how the Company may use and share that information. This Privacy Policy also explains the choices you can make about the ways this information is used by us.

Please read this Privacy Policy carefully. In addition, please review this Site’s Terms of Service, which governs your use of this Site. By accessing and using this Site, including without limitation, responding to surveys and participating in any bulletin boards, forums, chats and other areas featured on this Site (the “Services”), you agree to accept the terms and conditions of this Privacy Policy and the Terms of Service. If you do not agree with these terms and conditions, please do not use the Site. Please note that certain features or services discussed in this Privacy Policy may not be offered on the Site at any particular time.

#### **APPLICABILITY AND USER RESTRICTIONS**

Unless specifically stated otherwise, this Privacy Policy applies to information collected on the Site, which also may be governed by separate or additional policies, and does not apply to information collected from you as a result of third party offerings linked to or otherwise accessible from the Site.

This Site is not directed to children under the age of thirteen (13). Consistent with the Children’s Online Privacy Protection Act (“COPPA”), Company employ reasonable commercial efforts to prevent any intentional collection of personal information online from children under the age of thirteen (13) without first obtaining verifiable parental consent. The Site prohibits registration by, and will not knowingly collect personally identifiable information from, anyone under the age of Thirteen (13). Site use and membership is void where prohibited by law.

California minors under 18 years old may request the removal of any information that they post to the Site by contacting [ionelegal@interactiveone.com](mailto:ionelegal@interactiveone.com). Upon such request, Company will anonymize, or remove from public view, any content posted by a minor to one of its sites, unless required by law to retain such content or information.

#### **INFORMATION THE COMPANY COLLECTS AND HOW THE COMPANY USES IT**

In addition to personal information collected for registration purposes which may include any or all of the following: your name, email address, social media handles, home address, zip code, telephone number, and photos or videos containing your image (“Personal Information”), the Company will collect data from registered users to conduct panel research, to facilitate user communications, to respond to user requests and for technical purposes related to the Site, as described below. The Company may also

collect demographic information, such as your age, date of birth, and gender (collectively, "Demographic Information"). If the Company combines Demographic Information with the Personal Information Company collect, Company will treat it as Personal Information under this Policy.

**The Company may also collect any or all of the following:**

- **Device information.** The Company may collect device-specific information (such as your hardware model, operating system version, unique device identifiers, and mobile network information, including phone number).
- **Browsing information.** This includes the URL that referred you to the Company Services, the areas within the Site Services that you visit, how long you spend on the Site, and the time of day of your visit.
- **IP Address.** An IP address is a string of numbers associated with the device you use to access the Internet.
- **Location Information.** When you use the Site, the Company may collect and process information about your exact location. The Company use various technologies to determine location, including IP address, GPS, and other sensors that may, for example, provide us with information on nearby devices, Wi-Fi access points.

Whenever the Company associates Usage Information with your Personal Information, Company will treat it as Personal Information.

**OUR USE OF COOKIES AND OTHER TECHNOLOGY**

The Company and our partners use various technologies to collect and store information when you visit the Site, and this may include using cookies or similar technologies to identify your browser or device:

- **Cookies.** A cookie is a small file containing a string of characters that is sent to your computer when you visit a website. When you visit the website again, the cookie allows that site to recognize your browser. Cookies may store user preferences and other information. You can reset your browser to refuse all cookies or to indicate when a cookie is being sent. However, some Site features or services may not function properly.
- **Web Beacons.** Small graphic images or other web programming code called Web beacons (also known as "1×1 GIFs," "one pixel GIFs," or "clear GIFs") may be included in our Web pages and e-mail messages. Web beacons may be invisible to you, but any electronic image or other Web programming code inserted into a Web page or e-mail can act as a Web beacon. Web beacons or similar technologies may be used for a number of purposes, including, without limitation, to count visitors to the Site, to monitor how users navigate the Site, to make cookies more effective, to count how many e-mails that are sent are actually opened or to count how many particular articles or links are actually viewed.

**HOW COMPANY USE THE INFORMATION COLLECTED.**

The Company (and our service providers) may use your information for the purposes disclosed at the time you provide your information and to provide the Site Services generally, and for a variety of business purposes, including to:

- **Registration.** This Site requires consent of a registered user prior to our use of any personal information. In order to access and use this Site, you must set up a member account, which will require a password, user ID, or other personal information. As used in this Privacy Policy, “personal information” means personally identifiable information collected online about an individual, such as first and last name, a physical street address, an e-mail address, telephone number or any other information permitting contact of such user. You agree and represent that all registration data, including any personal information provided by you is accurate and up-to-date.
- **Panel Research.** In addition to personal information collected for registration purposes, the Company will collect data from registered members of this Site primarily to conduct quantitative or qualitative marketing and social research and to understand respondent opinions to establish suitability for further quantitative and qualitative marketing and social research. Participation by users in panel research is always voluntary. When a user agrees to participate in a panel survey, he or she is consenting to our use of his or her data for purposes described in this Privacy Policy. A user is always free to choose whether or not to participate in a panel survey and may be provided an option not to answer specific questions. Further, panel members may elect to discontinue participation at any time (i) via the unsubscribe link included in any e-mail communications, (ii) by sending a removal request e-mail to support@myonecommunity.com or (iii) by clicking on “Account Settings” after signing in to update his or her member profile to request removal.
- **User Content.** This Site’s Services may allow users to share their opinions with other registered users and to submit and post user-generated content online. Please note that whenever you publicly disclose information about yourself online (e.g., through e-mail, in forums, message boards, chat areas, or similar features or services), such information can be collected and used by people that you do not know. Posting personal information on the Site pages accessible by other users may result in unsolicited communications, including unwanted e-mail messages. Please be smart about the information you share with other users online. The Company bears no responsibility for any action of any third parties who collect any information that you may disclose on this Site.
- **Consumer Profiles.** Create anonymous and, where legally permissible, personally identifiable user and consumer profiles, and audience segments that can be used for targeted advertising and marketing, and subject to legal restrictions (including consent where necessary).
- **General Site and Service Maintenance.** Company may also collect, use or store certain personal or aggregated information shared by you during registration or generated from your use of the Site and Services for the following purposes:
  - to contact you about the Services or features on our Site for which you have expressed interest or otherwise provided your consent;

- to assist us in providing customer service to you as a user of the Site, including accepting and responding to any suggestions you may submit to us;
- to monitor the Site's security and to prevent any unauthorized access, abuses, viruses, hacking attempts or other attacks; and
- to meet legal and regulatory requirements.
- Enable you to participate in a variety of sweepstakes, contests or promotions, where requested;
- Respond to your inquiries, requests, and comments;
- Prevent fraud or potentially illegal activities (including, without limitation, copyright infringement) on the Sites and enforce our Terms of Service;
- Understand how the Sites Services are used so that Company can continuously improve them, and the services Company provide to you;

or

- As otherwise set forth in this Policy.

Note that the Company may combine all the information the Company collects or receives from any source.

#### **WHO THE COMPANY SHARES INFORMATION WITH.**

- **Information sharing within the Company and amongst the Company's brands and affiliated companies.** Your information may be shared across the Company family of brands and affiliated companies, including Urban One, Inc., TV One, Inc., R1 Digital, Radio One, Inc., Reach Media, Inc. and BossipMadameNoire LLC (collectively, Affiliated Companies), to help us better tailor our services, products and advertising to you. **Service Providers.** Company may share your information with our service providers that perform certain business-related functions on our behalf. The Company requires third party service providers to take appropriate steps to protect your Personal Information. These companies may use aggregated data collected from the Company services to improve their services.
- **Sweepstakes.** The Site may offer sweepstakes, (a "Promotion") that may require registration. By participating in a Promotion, you are agreeing to the terms, conditions or official rules that govern that Promotion, which may contain specific requirements of you, including, except where prohibited by law, allowing the sponsor(s) of the Promotion to use your name, voice and/or likeness in advertising or marketing associated with the Promotion. If you choose to enter a Promotion, Personal Information may be disclosed to third parties or the public in connection with the administration of such Promotion, including, without limitation, in connection with winner selection, prize fulfillment, and as required by law or permitted by the Promotion's official rules, such as on a winners list.
- **Business Transfers.** If the Company or any of our brands or Affiliated Companies are acquired by another company, your Personal Information, and any other information that Company have collected about the users of the Site, may be disclosed to that company as part of the due diligence process, and will be transferred to that company as one of the transferred assets. If any bankruptcy or reorganization proceeding is brought by or against us, all such

information may be considered an asset of ours and as such may be sold or transferred to third parties.

- **Law Enforcement Compliance.** The Company may be required by law, or by law enforcement officers acting under the color of law, to disclose your Personal Information and other information collected through the Site. The Company may also disclose such information if Company believe in good faith that such determine in its sole discretion that disclosure is necessary to protect or defend the rights, property, or safety of the Company, you, other users

## YOUR PRIVACY CHOICES

- **Access to Personal Information.** You have the opportunity to correct, update or remove personal information you have provided to us at any time. In order to access the Site, you must sign in using your previously issued login name and password. After signing in, click on “Account Settings” and you will have the option of either modifying or deleting your member profile settings.
- **Your Rights and Opt-Out Choices.** The Company offers you choices regarding the collection, use, and sharing of your Personal Information.
- **Email communications.** When you receive promotional communications from us, you may indicate a preference to stop receiving further promotional communications from us and you will have the opportunity to "opt-out" by following the unsubscribe instructions provided in the promotional email you receive or by contacting us directly at support@mycommunity.com. Regardless of your indicated email preferences, the Company may send you administrative emails regarding the Site, including, for example, notices of updates to our Terms or this Privacy Policy.
- **Update or delete your Account information.** If you wish to verify, correct, update or delete any of the Personal Information provided to us in connection with your Account on the Site, you may do so by editing it on your associated Account page. Please note that the Company may be required (by applicable law or otherwise) to keep the outdated information and not delete it (or to keep the outdated information for a certain time, in which case Company will comply with your deletion request only after the Company have fulfilled such requirements). You should be aware that it is not always possible to completely remove or delete all of your information from our databases without some residual data remaining in our archives because of backups and other reasons.
- **Cookies.** The “Help” feature of the menu bar on most browsers will tell you how to stop accepting new cookies, how to receive notification of new cookies, and how to disable existing cookies. For more information about HTTP cookies and how to disable them, or restrict the categories of cookies you wish to accept, you can consult the information at [www.allaboutcookies.org/manage-cookies/](http://www.allaboutcookies.org/manage-cookies/). Please note that rejecting cookies does not mean that you will no longer see ads when you visit the Site. Please note, however, that without cookies, you may not be able to take full advantage of all the Site and some parts of the Company services may not function properly. However, regardless of any opt-out decision that you make, the Company may need to disclose archived user information in order to:
  - Comply with the state, local or federal laws of the United States;
  - Respond to subpoenas, court orders, or other forms of legal process;

- Exercise its legal rights or defend against claims;
- Investigate or address concerns regarding illegal activities, possible fraud or concerns about the health or physical welfare of any person;
- Address concerns about violations or potential violations of this Privacy Policy or this Site's Terms of Use;
- Provide a third party information pursuant to the sale or purchase of business or assets; or
- Act in any manner permitted by law, but consistent with this Privacy Policy.

## **HOW COMPANY PROTECT YOUR INFORMATION**

The Company maintains procedural, technical, and physical safeguards to help protect against loss, misuse or unauthorized access, disclosure, alteration, or destruction of the Personal Information you provide via the Site. Unfortunately, no transmission of data is guaranteed to be completely secure. It may be possible for third parties not under our control to intercept or access transmissions or private communications unlawfully. Therefore, any transmission of Personal Information to us is made at your own risk. If you believe that your interaction with us is no longer secure, please notify us using the contact details set forth below below.

## **CONSENT TO PROCESSING AND TRANSFER OF INFORMATION**

The Company is a United States company and the Company Services are provided from the United States. If you are a user who resides outside the United States, please be aware that information Company collect will be transferred to and processed in the United States. By using the Site, or providing us with any information, you consent to the collection, processing, maintenance and transfer of such information in and to the United States and other applicable countries in which the privacy laws may not be as comprehensive as or equivalent to, those in the country where you reside and/or are a citizen.

## **UPDATES TO THIS PRIVACY POLICY**

From time to time, the Company may revise this Policy to reflect changes in the law or technology, or changes in our practices regarding information collection and use. If the Company makes material revisions to the way the Company collects or uses your Personal Information so that the Company is using it for purposes or sharing data with third parties that you have not consented to, Company will provide you with notice of those changes and may do so by announcing the change through the Company Services. You agree that the Company may notify you about material changes in the way Company treat Personal Information by placing a notice on the Company Services. You should check our online services frequently for updates.

Any changes to this Policy will become effective as of the Effective Date on the top of this page. By continuing to use the Company Services after the most current Effective Date, you will be deemed to have agreed to such changes. If you do not agree with the

## **CONTACT US**

If you have any questions or concerns about this Privacy Policy, please contact us via e-mail at [support@myonecommunity.com](mailto:support@myonecommunity.com) or at Privacy Request c/o Urban One, Inc., 1010 Wayne Avenue 14<sup>th</sup> Floor Silver Springs, MD 20910.