



## Privacy Policy

### **A Privacy Policy Statement from Entercom Communications Corp. (“Entercom”)**

The following discloses our information gathering and dissemination practices for Entercom Radio Station web properties. For a complete list of all Entercom radio station web sites, please visit [www.entercom.com](http://www.entercom.com).

- **The Information We Collect**

When you browse any Entercom radio station Web site, you do so anonymously. At some Entercom sites, you can enter contests, vote in polls or otherwise express an opinion, join one of our listener clubs, or participate in one of our online forums or communities. In connection with such activities, we may request that you voluntarily supply us with personally identifiable information. The types of personally identifiable information that may be collected at these pages include: name, address, e-mail address, telephone number, fax number, gender, birth date and information about your interests in and use of various products, programs, and services. At certain parts of some of Entercom’s sites, only persons who provide us with the requested personally identifiable information will be able to participate in programs and services or otherwise participate in the site’s activities and offerings. We generally provide listener club members access to certain listener club data online. A listener club member may change, update or add additional information about themselves online through our radio stations’ web sites

We also may collect certain non-personally identifiable information when you visit many of our web pages such as the type of browser you are using (e.g., Netscape, Internet Explorer), the type of operating system you are using, (e.g., Windows XP or Mac OS) and the domain name of your Internet service provider (e.g., America Online, Comcast).

- **How We Use the Information**

If you provide us with your E-mail address, or have done so in the past, we may send you E-mail offers, surveys, newsletters or other types of contacts. These are based on information you provided in your membership application, registration forms, in surveys, from information that may indicate purchasing preferences and lifestyle, as well as information available from external sources, such as census bureau data. If you have signed up to receive our e-mails and prefer not to receive marketing information from this site, follow the "unsubscribe" instructions provided on any marketing e-mail you receive from this site.

We sometimes use this information to communicate with you, such as to notify you when you have won one of our contests, to fulfill a request by you for an online newsletter, or to contact you about your account with us.

We also use information generally to compile statistical and user profile data, to perform research using the compiled data including disclosure of user information to research firms retained by Entercom, to keep in contact with users and provide them with a better interactive experience. We may use your information specifically for the following purposes: to provide easy access every time you return to the site without requiring re-entry of registration information; to keep you informed about products and services in which you may have interest; to complete business transactions; to contact you as part of a promotion; to allow you to make a posting on the Site; to administer individual accounts; to provide customer support; to meet legal requirements; to provide Internet security; and/or to analyze the collected information and use this data for contacts by research firms. Also, in the event that company or the radio station is involved in a sale of a substantial portion of our business assets, listener/customer information may be among the transferred assets.

We sometimes use the non-personally identifiable information that we collect to improve the design and content of our site and to enable us to personalize your Internet experience. We also may use this information in the aggregate to analyze site usage, as well as to offer you products, programs, or services.

We work closely with our business partners and certain other third parties who may perform functions on our behalf, such as fulfilling orders, providing promotional materials to our users, sending e-mail, managing data, processing credit card payments or providing customer service. They have access to your personal information only to the extent necessary to perform their functions and may not use it for any other purpose. Further, these business partners and other third parties may from time to time wish to extend special offers to you on their own behalf. We may use your personal information to assist our business partners in offering you these products, services and information and may act as an intermediary (for instance, sending you an e-mail on their behalf).

Although we take appropriate measures to safeguard against unauthorized disclosures of information, we cannot assure you that personally identifiable information that we collect will never be disclosed in a manner that is inconsistent with this Privacy Notice.

The data you provide is used to enhance the services and offers our radio stations bring you. As a result of providing personal information, Entercom radio stations can provide a more customized online experience, making your interaction with us more productive, helpful and fun. You can also expect to receive occasional communications targeted directly toward your lifestyle interests.

Finally, We may disclose personally identifiable information in response to legal process, for example, in response to a court order or a subpoena. We also may disclose such information in response to a law enforcement agency's request, or where we believe it is necessary to investigate, prevent, or take action regarding illegal activities, suspected fraud, situations

involving potential threats to the physical safety of any person, violations of our terms of use, or as otherwise required by law. In addition, we may transfer information about you if we are acquired by or merged with another company.

- **Cookies & Web Beacons**

To enhance your experience with our sites, many of our web pages use “cookies.” Cookies are text files we place in your computer’s browser to store your preferences. Cookies, by themselves, do not tell us your e-mail address or other personally identifiable information unless you choose to provide this information to us by, for example, registering at one of our sites. However, once you choose to furnish the site with personally identifiable information, this information may be linked to the data stored in the cookie.

We use cookies to understand site usage and to improve the content and offerings on our sites. For example, we may use cookies to personalize your experience at our web pages (e.g., to recognize you by name when you return to our site) and save your password in password-protected areas. We also may use cookies to offer you products, programs, or services.

“Web beacons” or clear .gifs are small pieces of code placed on a web page to monitor the behavior and collect data about the visitors viewing a web page. For example, web beacons can be used to count the users who visit a web page or to deliver a cookie to the browser of a visitor viewing that page. We may use web beacons on this site from time to time for this and other purposes.

- **Collection of Information by Third-Party Sites, Ad Servers, and Sponsors**

Some of Entercom’s web sites contain links to other sites whose information practices may be different than ours. Visitors should consult the other sites’ privacy notices as Entercom has no control over information that is submitted to, or collected by, these third parties.

The Entercom sites covered by this Privacy Notice sometimes may offer content (e.g., contests, sweepstakes, or promotions) that are sponsored by or cobranded with identified third parties. By virtue of these relationships, the third parties may obtain personally identifiable information that visitors voluntarily submit to participate in the site activity. Entercom has no control over these third parties’ use of this information. The Entercom site will notify you at the time of requesting personally identifiable information if these third parties will obtain such information.

Some of Entercom sites covered by this Privacy Notice may use a reputable third party to present or serve the advertisements that you may see at its Web pages. These third party ad servers may use cookies, web beacons, clear .gifs or similar technologies to help present such advertisements, and to help measure and research the advertisements’ effectiveness. The use of these technologies by these third party ad servers is subject to their own privacy policies and is not covered by our privacy policy. For more about third-party ad servers generally visit the Network Advertising Initiative’s web site at <http://www.networkadvertising.org>. The following is a representative list of such third parties and a link to their privacy notices:

Atlas DMT:	<a href="http://www.networkadvertising.org">http://www.networkadvertising.org</a> or <a href="http://www.atlasdmt.com/privacy/">http://www.atlasdmt.com/privacy/</a>
Bluestreak:	<a href="http://www.bluestreak.com/web/aboutus_privacypolicy.htm">http://www.bluestreak.com/web/aboutus_privacypolicy.htm</a>
DoubleClick:	<a href="http://www.networkadvertising.org">http://www.networkadvertising.org</a> or <a href="http://www.doubleclick.com/us/corporate/privacy">http://www.doubleclick.com/us/corporate/privacy</a>
Eyeblaster:	<a href="http://www.eyebalster.com/privacy.asp">http://www.eyebalster.com/privacy.asp</a>
EyeWonder:	<a href="http://www.eyewonder.com/ews/ews_privacy.cfm">http://www.eyewonder.com/ews/ews_privacy.cfm</a>
Dynamic Logic:	<a href="http://www.dynamiclogic.com/privacy_policy.php">http://www.dynamiclogic.com/privacy_policy.php</a>
Klipmart:	<a href="http://www.klipmart.com/privacy.html">http://www.klipmart.com/privacy.html</a>
Millward Brown IntelliQuest:	<a href="http://www.intelliquest.com/privacy/intro.asp">http://www.intelliquest.com/privacy/intro.asp</a>
Unicast:	<a href="http://www.unicast.com/company/privacy.asp">http://www.unicast.com/company/privacy.asp</a>

- **Note for Parents**

Entercom does not knowingly solicit data from children, and we will not knowingly market to children. Entercom adheres to the Children's Online Privacy Protection Act ("COPPA"). Entercom's websites are general audience websites which are not directed to children generally, including children under the age of 13. It is our policy to discard any information which is obtained from any child who is under the age of 13.

- **How to Contact Us**

For instructions on how you can access the personally identifiable information that this Entercom site has collected about you online, how to correct factual errors in such information, or if you have any questions or concerns about Entercom's online policy for this site or its implementation you may contact us at:

Entercom Communications Corp.  
401 City Avenue, Suite 809  
Bala Cynwyd PA 19004  
Attn: Internet Privacy Manager

To protect your privacy and security, we will take reasonable steps to verify your identity before granting access or making corrections.

- **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.

The Privacy Notice posted on this site was updated on or about January 1, 2007.