

Privacy Policy

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GDM and the parties with whom we work (e.g., service providers, business partners, advertisers and advertising servers) may place, view, and/or use “cookies”, Web server logs, Web beacons, or other electronic tools to collect statistical and other information about your use of this Web site and other websites. This information may include information about the IP address of your computer, browser type, language, operating system, your mobile device, geo-location data, the state or country from which you accessed this Web site, the Web pages visited, the date and the time of a visit, the websites you visited immediately before and after visiting this Web site, the number of links you click within this Web site, the functions you use on this Web site, the databases you view and the searches you request on this Web site, the data you save on or download from this Website and the number of times you view an advertisement.

GDM and the parties with whom we work may use the information collected for various reasons, either on behalf of GDM or for the other parties’ own purposes, including research, analysis, to better serve visitors to this Web site (such as by enabling log-in, providing access to certain sections of this Web site, providing customized content, or presenting online advertising on this Web site or other websites tailored to your interests as described further below), to compile aggregate and anonymous information about usage of this Web site and other websites, other statistics, etc. However, if you have deleted and disabled cookies, these uses will not be possible to the extent they are based on cookie information. To assist us with the uses described in this Privacy Policy, information collected about your use of this Web site or other websites may be combined with personal or other information about you from other online or offline

sources. If you prefer that we not combine non-personal information that has been collected, through cookies, about your use of this Web site or other websites with personal or other information about you, then please delete and disable cookies for each browser, on each computer you use to surf the Web.

Most browsers are set to accept cookies by default. If you prefer, you can usually set your browser to disable cookies, or to alert you when cookies are being sent. Likewise, most mobile devices allow you to disable the ability for geo-location information to be collected from your mobile device. The help function on most browsers and mobile devices contains instructions on how to set your browser to notify you before accepting cookies, disable cookies entirely, or disable the collection of geo-location data. You need to set each browser, on each device you use to surf the Web. Thus, if you use multiple browsers (e.g., Chrome, Safari, Internet Explorer, Firefox, etc.), you should repeat this procedure with each one. Similarly, if you connect to the Web from multiple devices (e.g., work and home), you need to set each browser on each device. However, if you disable cookies or refuse to accept a request to place a cookie, it is possible that some parts of this Web site, such as the polls, surveys, contests, and product sales, and certain areas of the Web site for which you need to log in, will not function properly, and the advertising you receive when you visit this Web site may not be advertisements tailored to your interests.

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GDM, its designated service providers, or third-party advertisers or their advertising servers may also place or recognize unique cookies on your computer or use other electronic tools in order to help display advertisements that you see on this Web site or on other websites. Information about your visits to, and activity on, this Web site and other websites, an IP address, the number of times you have viewed an advertisement, and other such usage information is used, alone or in combination with other information, to display on your device screen advertisements that may be of particular interest to you. We may use Web beacons, provided by third-party advertising companies, to help manage and optimize our online advertising and product performance. Web beacons enable us to recognize a browser's cookie when a browser visits this Web site, and to learn which banner ads bring users to this Web site. The use

and collection of your information by these third-party service providers, and third-party advertisers and their advertising servers is not covered by this Privacy Policy. GDM adheres to the industry's Self-Regulatory Principles for Online Behavioral Advertising. GDM's designated service providers assist GDM with advertisement display functions and related analytics for this Web site.

Disclosure Of Personal Information And Other Information

GDM may share your personal and other information with our affiliates (including affiliated websites under common ownership or control) and designated service providers. GDM may share with other third parties information about our Web site users, such as your use of this Web site or other websites, and the services provided on this Web site or other websites, but only on an anonymous and aggregate basis. GDM may also share your personal information with a sponsor or other third party ("Third-Party Provider") that provides you with special offers or promotions that may be of interest to you. You may instruct GDM at any time not to share your personal information covered by this Privacy Policy with such Third-Party Providers. If you participate in certain features of this Web site (e.g., sharing news stories of interest), please note that any information you or others voluntarily disclose through use of these features, becomes available to the public and/or other users whom you have designated. If you choose to provide access to designated individuals, please be aware that any information you post will be visible to such individuals for their use. GDM is not responsible for the information that you or others choose to disclose publicly on this Web site, and neither GDM's nor others' use of such information is subject to this Privacy Policy.

GDM may also disclose your personal and other information to unaffiliated third parties if we believe in good faith that such disclosure is necessary: (a) to comply with the law or in response to a subpoena, court order, or other legal process, subject to GDM's Law Enforcement Data Request Statement; (b) to protect the interests, rights, safety, or property of GDM or others; (c) to enforce any terms of service on this Web site; (d) to provide you and other users of this Web site with the services or products requested by you and/or the other users (including allowing a purchaser of GDM or a GDM division to continue to serve you), and to perform other activities related to such services and

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The collection, further use, and/or disclosure of your information by Third-Party Providers or by other third parties is not the responsibility of GDM. Rather, such collection, use, and/or disclosure is governed by the third parties' privacy policies.

Accuracy And Security Of Personal Information

Any personal information you provide to GDM is kept on secure servers. GDM uses reasonable administrative, technical, personnel, and physical measures (a) to safeguard personal information against loss, theft, unauthorized use, disclosure, or modification; and (b) to ensure the integrity of the personal information. To help us protect your privacy, you should maintain the secrecy of the logon ID and password you may have set up in connection with your participation in this Web site's service.

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To access, review, rectify, or delete your personal information covered by this Privacy Policy, please contact us. While GDM will make reasonable efforts to accommodate your request, we also reserve the right to impose certain restrictions and requirements on such access requests, if allowed or required by applicable laws.

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GDM may provide links to third-party websites, including social networking websites. Since we do not control third-party sites and are not responsible for any information you may provide while on such sites, we encourage you to read the privacy policies on those websites before providing any of your information on such sites.

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To make such a request, please send an email with your first name, last name, mailing address, email address and telephone number to privacy@smallbusinessnextstep.com. Please include "California Privacy Rights" in the Subject line of your email.

You may also make such a request by writing to us at:

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Modifications To This Privacy Policy

GDM reserves the right to change this Privacy Policy at any time by posting revisions on this Web page. Such changes will be effective upon posting.