

WhereTheDifferenceBegins.com
Privacy Policy

Thank you for visiting WhereTheDifferenceBegins.com (hereinafter referred to as “the Site”), which is owned and/or operated, in whole or in part, by Where The Difference Begins, Inc., (hereinafter referred to as “WTDB,” “us,” “our,” or “we”), a Delaware corporation, and thank you for reviewing our Privacy Policy, effective January 21, 2010. WTDB is committed to safeguarding your privacy online. Please read the following Policy to understand how your personal information will be treated as you make full use of our many offerings.

Overview

This Privacy Policy (hereinafter “Policy”), and the User Agreement govern your use of the Site. This Policy describes much of the information that we collect from you and what may happen to that information. For example, this Policy is intended to let you know about information we collect from you; what cookies are and how they may be used; how your information is often used; who is collecting your information; with whom your information may be shared; what options are available to you regarding collection, use, and distribution of your information; how you may use other users’ information; the types of security precautions in place to protect against loss, misuse, or alteration of your information; how the Site protects children’s privacy; and other important information about your online privacy.

Please note that we review our privacy practices from time to time, and that our practices are subject to change. We ask that you bookmark and periodically review this page to ensure continuing familiarity with the most current version of our Privacy Policy. All amended terms shall be automatically effective after they are posted on the Site and applied retroactively if you use the Site after this Policy is amended.

By visiting the Site, you agree to be bound by the terms and conditions of this Privacy Policy. If you do not agree with the terms of this Privacy Policy, please do not use or access the Site.

What Personally Identifiable Information does the Site collect?

A primary purpose of collecting information from you is to provide you with a safe, smooth, effective, and personalized experience. We will only collect information about you that we consider necessary.

Generally, the Site collects information in several ways. Some information is required if you create an account. For members who are Marines, this includes your username, password, first and last name, name prefix, name suffix, email address, nickname, screen name, date of birth, home city, home state, postal code, country, primary group, military status, platoon, company, service dates, rank, Primary Military Occupational Specialty (PMOS), Billet Military Occupational Specialty, and additional Military Occupational Specialty, and how you heard about us. Members who are Marines may choose to input their maiden name, domestic status, personal website, educational background, experience, social and volunteer organizations, alternate email address, and other general information.

For members who are not Marines, the required information includes your username, password, first and last name, name prefix, name suffix, email address, nickname, screen name, date of birth, home city, home state, postal code, country, military status, primary group, how you heard about us, and your profession. Members who are not Marines may choose to input their maiden name, domestic status, personal website, educational background, experience, service dates, PMOS, whether or not you are self employed, social and volunteer organizations, alternate email address, and other general information.

Information is also collected to allow us to process membership dues and to process payments for the purchase of advertising. This includes your credit card information and billing address.

We may also collect information from you if you participate in the “refer a friend” process, which will include the name and email address of the friend whom you choose to refer. We may also collect information from you if you sign up to receive a newsletter, complete a survey, post a resume to the Career Center portion of the site, or submit an article to the Site.

Additionally, we save browsing and data log information linked to your use of the Site. We also collect personal information when you report a problem, either through the Site’s contact form or email system. If you contact us, we may keep a record of that correspondence.

What are “cookies” and how does the Site use them?

Data collection devices, “cookies” (including without limitation “confirmation pixels” for crediting affiliate marketers and/or for other purposes) are used to store, and sometimes track, information about you. Generally, cookies help provide personalized services and promote trust and safety. A cookie is a small file containing a small amount of data that is sent to your browser from a web server and placed on your computer’s hard drive to assist us in providing our services. All pages on the Site where you are prompted to login or that are customizable may require that you accept cookies. Our cookies are only read by the server that placed them and are unable to execute any code or virus. More specifically, we may use cookies to:

- (1) Remind us of who you are when you access your account information and/or use the service in order to deliver to you a more personalized service;
- (2) Measure your visiting patterns in the aggregate. Aggregate data (data gathered across all user accounts) may be gathered in a non-personally identifiable form to build higher quality online services by performing statistical analyses of the collective characteristics and behavior of our visitors, such as how long and how often users view certain pages;
- (3) Determine your clickstream to the Site;
- (4) Better personalize the content that you and other users will see on the Site;

- (5) Collect IP addresses and log-in information for system administration;
- (6) Automatically share some information with Google Analytics and/or other analytics programs to analyze a broad range of information. However, the analytics are exclusively for our internal use to better manage the website experience for our visitors and evaluate advertising strategies and tactics; and
- (7) Other purposes to assist us in delivering the highest quality service possible.

How does the Site use my information?

The Site uses your information to provide you with our services, informational material, updates, reminders, and newsletters. We also may use your personal information to resolve disputes, troubleshoot problems, respond to your inquiries, detect and protect against error, fraud, or other criminal activity, enforce our User Agreement, and for any other purposes that we deem appropriate.

Who is collecting information?

When you are using the Site and are asked for personal information, you are sharing that information with WTDB. You acknowledge that data can be collected, and maintained by our merchant account within the sole judgment of WTDB.

Please be advised that WTDB advertisers or websites that have links on the Site may collect personally identifiable information about you. The information practices of those websites linked to the Site are not covered by this Policy.

With whom does the Site share my information?

The Site will not disclose your personally identifiable information except as described below:

Other members of the Site may be able to see your personally identifiable information. Your posts in the discussion forums, your first and last name, the latest comment on the post, and your personal profile may be seen by other members of the Site. You may

choose which information to display on your profile, and members are able to hide certain information in their profiles from other members of the Site.

If you complete a financial transaction on the Site the information that you provide will be transferred to our Merchant Provider. Your personal information, other than financial information, may be shared with third parties.

We take measures to limit employee, agent, and service providers' access to your personal information. These and other legal restrictions may prohibit their use of the information you provide us, for any purpose except to facilitate the specific Site-related operation, unless you explicitly agreed or gave your prior permission to them for additional uses.

If you complete a transaction with an advertiser linked to the Site, the information obtained during your visit to that advertiser, and the information you give, may be provided to the advertiser. Advertisers linked to the Site have separate privacy practices for which WTDB has no responsibility or liability.

We may disclose account information where we have reason to believe that disclosing the information is necessary to identify, contact, or bring legal action against someone who may be violating WTDB's policies as specified in the Privacy Policy or relevant User Agreement, may be violating state or federal law, or may be causing injury to or interference with (either intentionally or unintentionally) WTDB's rights or property, other users of the Site, or anyone else that could be harmed by such activities. WTDB may disclose or access account information when we believe that the law requires it and for administrative and other purposes that we deem necessary to maintain and improve our services.

We cannot ensure that all of your private communications and other personal information will never be disclosed in ways not otherwise described in this Policy. For example, we may be forced to disclose information to the government or third parties under certain circumstances, third parties may unlawfully intercept or access transmissions or private

communications, or users may abuse or misuse your personal information that they unlawfully collect from the Site. We will try to protect your privacy, however, we do not promise, and you should not expect, that your personal information or private communications will always remain private.

What are my choices regarding collection, use, and distribution of my information?

We may contact you (by email) if you complete a contact form on the Site, if you create an account, or if you contact us directly. We will also contact you regarding any problems with your account and for website misuse. We may also contact you regarding our services, such as new features regarding our website or other updates. We may contact you about promotions, updates, and provide you with informational material. If you do not wish to receive optional communications, simply edit the preferences in your personal profile indicating that you do not wish to receive these optional communications.

How may I use other users' information?

Recognizing the global nature of the Internet, you agree to comply with all applicable local laws and rules regarding online conduct and privacy, as well as content. Specifically, but not as a limitation, you agree to comply with all applicable laws regarding transmission of technical and personal data exported from the United States or the country in which you reside.

We do not tolerate spam. You are not licensed to add us to your mail (email or physical mail) list. Additionally, you are not licensed to add any user to your mail (email or physical mail) list without his or her affirmative consent. You are not licensed to use spam in promoting the Site.

What security precautions are in place to protect the loss, misuse, or alteration of my information?

Whenever the Site handles your personal information, we take steps to ensure that your information is treated securely and in accordance with the relevant User Agreement and this Policy. Your information is stored on our servers located in the United States. We use procedural and mechanical safeguards to protect your personal information against loss or theft as well as unauthorized access and disclosure to protect your privacy, including encryption. Unfortunately however, no data transmission over the Internet can be guaranteed to be 100% secure. We cannot, therefore, warrant or ensure the security of any information you transmit to us or from our online products or services, and you do so at your own risk. Once we receive your transmission, we make our best effort to ensure its security on our systems.

If you choose to share your personal information with third parties, you are responsible for all actions taken with your account and therefore you should review that third party's privacy policy.

How is children's privacy protected?

Persons under the age of 15 are not authorized to use the Site. Those persons are prohibited from submitting any personal information to us.

Additional Information

Any questions regarding this statement should be directed to (enter email address).

This Policy and the relevant User Agreement are the sole authorized statements of WTDB's practices with respect to the online collection of personally identifiable information and the usage of such information. Any summaries of this Policy generated by third party software or otherwise shall have no legal effect, are in no way binding upon WTDB, shall not be relied upon in substitute for this Policy, and neither supersede nor modify this Policy. [Dozier Internet Law, P.C.](#) has drafted this Policy.

WTDB reserves the right to transfer any and all information that we collect from visitors, or that we otherwise collect concerning or in connection with the Site, to a third party in the event of a sale or other transfer of assets or of any portion of our business.

Ultimately, you are solely responsible for maintaining the secrecy of your account information. Please be careful and responsible.