

CARTOON NETWORK SOCIAL MEDIA APPLICATION PRIVACY POLICY

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Q1. What information does this Privacy Policy cover?

A1. This privacy policy covers anyone in the Cartoon Network, Inc. family, including our subsidiaries, affiliates, and those who may offer their products and services under the "Cartoon Network" brand name. This privacy policy applies only to personally identifiable information collected on the Web sites, applications, games or other media where it is posted ("Web sites") and does not apply to any other information collected by The Cartoon Network through any other means. For example, we may post this Privacy Policy on the pages of certain online applications we offer through the Facebook "Platform" technology ("Facebook Application") to let you know that personally identifiable information collected on those pages is covered by this policy.

The types of "personally identifiable information," we may collect include name, postal address, e-mail address, and telephone number. We also may collect screen names (also known as member names, usernames or other online aliases) provided by our users in the course of registering with or using any of our Web sites.

Q2. What types of information do we collect about our users?

A2. Information You Provide to Us

We collect personally identifiable information directly from users who are interested in our promotions, products, and services. You can engage with our content on social networking sites at Cartoon Network pages, games and applications. When you engage with our content on or through social networking sites, plug-ins and applications, you may allow us to have access to certain information from your social media profile (e.g., name, e-mail address, photo, gender, birthday, location, user ID, your list of friends, people you follow and/or who follow you, the posts or the 'likes' you make, and any other information you share with everyone) to deliver the content or as part of the operation of the application. We may also obtain non-personally identifiable information (e.g., content viewed, game performance, high scores, and information about advertisements within the content you have been shown or may have clicked on, etc.) from your interaction with our content.

By providing us with information from your social network account, you enable us to provide you with more content and enhance your experience within our games, applications, or other features within the social network and on our Web sites, and contact you through the social networking sites or directly by sending you the latest news, special offerings, and rewards. When you grant us access to such information, you consent to the use of this information in accordance with this Privacy Policy. When you provide information from your social media account, it can help enable us to do things like (1) give you exclusive content, (2) personalize your online experience with us within and outside our applications or

websites, and (3) contact you. By doing so, you consent to the use of this information in accordance with this Privacy Policy.

If you purchase products or services from us, we may collect information needed to fulfill the order, including credit card information. You may also provide us photographs or other video materials, which may contain personal information. We may collect personal information when you register on, log on, or visit our Web sites, including when you participate in activities on our Web sites, such as sweepstakes, contests, games, and informational and promotional offers, and if you provide information to our customer service representatives. Our Web sites and social network features may offer features in which you may provide us with user submissions. Our rules regarding posting content and unsolicited creative submissions and communications, and rules of conduct are described in our "Terms of Use," which can be found at www.cartoonnetwork.com/legal/termsofuse.html.

Please note that when you provide personal information to us through an application, on our Web site, or on social networking sites, it may be publicly viewed by other members of these sites and we cannot prevent further use of the information by third parties. Through some social networking sites' privacy settings, you can control what data you share. For more information about how social networking sites handle your personal information, please refer to their privacy policies and terms of use.

Information Collected Through Technology

We may collect information through technology to make our Web sites and social network offerings more interesting and useful to you, and for various purposes related to our business. For example, we may collect current Internet Protocol (IP) address, the type of browser you are using (e.g., Firefox, Internet Explorer), the type of operating system you are using (e.g., Microsoft Windows or Mac OS), the domain name of your Internet service provider (e.g., Comcast, Verizon or AT&T), the web pages you have visited, sites visited before and after you visit the Web site, the type of handheld or mobile device used to view the Web site (e.g., iPhone, Blackberry), location information, the content and advertisements you have viewed and accessed.

We may collect this information through technologies like cookies and Web beacons. Cookies are pieces of information that a Web site sends to your computer while you are viewing the Web site. Web beacons are small pieces of data that are embedded in images on the pages of Web sites.

We may use the information collected through these technical methods for purposes including delivering content, and tracking and enhancing our users' experience on our Web sites. For example, when you return to one of our Web sites after logging in, cookies provide information to the site so that the site will remember who you are. We also may use technical methods to analyze the traffic patterns on our Web sites (such as the frequency with which our users visit various parts of our Web sites), as well as the frequency with which our users visit other third party Web sites. In addition, we may use technologies within Web sites or send HTML e-mails to our users that contain technical methods that can be used in a numbers of ways when you link from messages or e-mails to our Web sites, including: to determine whether our users have opened or forwarded those messages or e-mails and/or clicked on links in those messages or e-mails, to customize the display of banner advertisements and other messages on our Web sites, and to determine whether a user has made an inquiry or purchase in response to a particular message or e-mail. These technical methods may enable us to collect and use information in a form that is personally identifiable.

Some of our content also requires the use of an Adobe Flash Player to make it work. It may employ locally stored objects (sometimes referred to as "Flash cookies") in certain situations where we use Flash to provide special content such as video on demand, video clips or animation. Flash (and similar applications) use this technology to remember settings, preferences and usage similar to browser cookies but Flash cookies are not managed through your web browser. You can access your Flash

management tools from Adobe's website directly at http://www.macromedia.com/support/documentation/en/flashplayer/help/settings_manager07.html.

Information That We Collect from Others

We may update and supplement personally identifiable information that we have collected directly from our users with other information that we obtain from third parties (such as Facebook) and companies affiliated with Cartoon Network.

Q3. How is your personally identifiable information used and shared?

A3. As described in detail below, Cartoon Network may use your personally identifiable information in many ways.

General Provisions for Sharing and Use by Cartoon Network

Personally identifiable information collected under this Privacy Policy may be shared among and used by Cartoon Network companies and brands for operational purposes. For example, we may use your information to complete transactions you requested (such as your purchase of a product or service offered on our Web sites), deliver products or services you requested (such as your subscription to one of our Facebook Applications), or send you administrative communications either about your account with us or about features of our Web sites, including any future changes to this Privacy Policy.

We also may use personally identifiable information to provide you promotional materials, including other opportunities to learn about our products, programs or services. 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. We may disclose personally identifiable information to third parties whose practices are not covered by this Privacy Policy that want to market products or services to you. If we do so, we will provide you with an opportunity to opt out or block such uses either at the point of submission of your personally identifiable information or prior to any such disclosure.

We also may use aggregate or non-identifiable information to analyze usage of our sites, as well as to offer you products, programs, or services. We also may share this data with third parties.

Companies That Facilitate Communications and Transactions with You

Sometimes we work with companies to help us provide products or services, like a shipping company that delivers a package or a company that helps fulfill prizes for a sweepstakes. In those instances, we need to share personally identifiable information with these companies, but they are required protect this information in a manner that is consistent with this Privacy Policy by, for example, not using the information for any purpose other than to carry out the services they are performing Group.

Purchase or Sale of Businesses

We may transfer personally identifiable information about you if we or one of our business units are acquired by, sold to, or merged with another company.

Disclosures to Comply With Laws and Disclosures to Help Protect the Security and Safety of Our Web sites, Cartoon Network and Others

Cartoon Network will disclose personal information when it believes in good faith that such disclosures (a) facilitate compliance with laws, including, for example, compliance with a court order or subpoena, or (b) will help to: enforce our Terms of Use; enforce contest, sweepstakes, promotions, and/or game rules; protect your safety or security, including the safety and security of property that belongs to you; and/or, protect the safety and security of our Web sites, Cartoon Network, and/or third parties, including the safety and security of property that belongs to Cartoon Network or third parties.

Q4. What can I do if I decide I no longer want a Facebook Application?

A4. If decide at any point you no longer want a Facebook application, you may remove it from your Facebook account. Any prior information that you shared as part of operation of the application may remain and won't be automatically deleted from within the application (e.g. game performance, high scores, comments, information from your social media profile, etc.) when you remove a Facebook application unless you contact us as indicated below.

Q5. What kinds of security measures do we take to safeguard your personally identifiable information?

A5. The security and confidentiality of your information is important to us. We have implemented technical, administrative, and physical security measures to protect user information from unauthorized access and improper use.

Q6. How will you know if we amend this Privacy Policy?

A6. If we make material changes to this Privacy Policy that affect the way we use, and/or share personal information you have already provided to us pursuant to this Privacy Policy, we will notify you by sending you an e-mail at the last e-mail address that you provided us, and/or by prominently posting notice of the changes on the Web site covered by this Privacy Policy.

Q7. How can you ask questions or send us comments about this Privacy Policy?

A7. If you have questions or wish to send us comments about the data covered by this Privacy Policy, please send an e-mail with your questions or comments to Privacy.CartoonNetwork.FB@turner.com or write us at Privacy Manager - Cartoon Network FB Apps – Attn: Turner Legal Dept., 1050 Techwood Drive, Atlanta, GA 303018.

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