

TOP FRANCHISE OPPORTUNITY LLC  
PRIVACY POLICY

EFFECTIVE DATE: DECEMBER 1, 2012

Top Franchise Opportunity LLC (“TFO,” “we” or “us”) owns and operates this [www.topfranchiseopportunities.com](http://www.topfranchiseopportunities.com) website (the “Site”). TFO values your privacy. In this Privacy Policy, we describe the information that we collect about you on the Site and how we use and disclose that information. This Privacy Policy does not apply to the information collection practices of any of the brands listed on our Site. Please contact the applicable brand for information about how it will use and disclose your information.

By using this Site and any services available through the Site (“Services”), you agree that your information, including personal information, will be handled as described in this Privacy Policy. This Privacy Policy incorporates by reference our Terms of Use [\[insert hyperlink\]](#), including applicable provisions regarding limitations of liability, waivers and unauthorized activities. Please review our Terms of Use prior to using this Site.

### **Information We Collect About You**

We collect information directly from you and about you as you use the Site and the Services.

*Information We Collect Directly From You:* We collect information about you when you contact us and/or request information about a particular brand. The information that we collect may vary based on your inquiry but generally includes contact information, such as your name, phone number, email address; net worth (if you are seeking more information about a particular brand); and any other information that you choose to provide to us.

*Information We Collect Automatically.* We use cookies, web beacons, and other automated devices to collect information about all visitors to this Site. Through these devices, we may collect the following information about your use of our Site via these technologies: your browser type and operating system; web pages you view; links you click; your IP address; your interaction with the Site; length of time you are logged into our Site; and websites visited before our site.

### **How We Use Your Information**

We use the information that you provide to us through this Site, including your personal information (collectively, “information”) for the following purposes:

- To provide the Site and Services to you, to respond to your inquiries, to communicate with you about your use of the Services available on the Site, your use of the Site, and for other customer services purposes;
- To send you e-mails, including e-newsletters or other information that we believe would be of interest to you, and for other marketing or promotional purposes;
- To manage our Site, diagnose technical problems, improve content and allocate the resources of our systems so that your experience with our Site is as efficient as possible;
- To improve the Site and Services;
- As permitted by, and to comply with, any legal or regulatory requirements or provisions; or
- For any other purpose to which you consent.

### **Sharing Your Information**

We share your information predominantly for the purpose of responding to your inquiries. We do not share your information with unaffiliated third parties for their own marketing purposes, but we do share your information with the following entities:

- **Our Affiliated Brands.** If you request information about a particular brand described in our Site, then we will provide your information to the applicable brand so that it can respond to your inquiry. We also may share your information with other brands that we believe may be of interest to you. Once we provide your information to the brand, the brand controls the use of your information. Please refer to the applicable brand website for additional information about how it will use your information.
- **Service Providers.** We will disclose the information that we collect about you to third party vendors, service providers, contractors, or agents who perform functions on our behalf. For example, these vendors may assist us in managing our Site and our Services, provide customer service, for research, marketing, and for other purposes.

We also may share your information for the following reasons:

- **Business Transfers.** If we are acquired by or merged with another company, if substantially all of our assets are transferred to another company, or as part of a bankruptcy proceeding, we may transfer the information we have collected about you to the acquiring company.
- **In Response to Legal Process.** We also may disclose the information that we collect about you to comply with the law, a judicial proceeding, court order or other legal process, such as in response to a subpoena.
- **To Protect Us and Others.** We also may disclose the information we collect about you where we believe it is necessary to investigate, prevent, or take action regarding illegal activities, suspected fraud, situations involving potential threats to the safety of any person or violations of our Terms of Use or this Privacy Policy.
- **Aggregate Information.** We may share aggregate or anonymous information about users with third parties for marketing, advertising, research, or similar purposes. For example, if we display advertisements on behalf of a third party, we may share aggregate, demographic information with that third party about the users to whom we have displayed the advertisements.

### **Cookies and Other Tracking Technologies**

We and our third party service providers use cookies, web beacons (including clear GIFs), Flash LSOs, and similar technologies to track user activity and collect website and Application data. We may combine this data with the personal information we have collected from you.

**Cookies.** Cookies allow a web server to transfer data to a computer for recordkeeping and other purposes. We and our third party service providers use “cookies” on this Site to, among other things, better serve you with tailored information and facilitate your ongoing access to and use of the Site. There are two types of cookies: session-based and persistent cookies. In addition, we also allow vendors to use cookies on our Site.

- **Session Cookies.** Session cookies exist only during an online session. They disappear from your computer when you close your browser or turn off your computer. We may use session cookies to allow our systems to uniquely identify you during a session or while you are logged in to the Site.
- **Persistent cookies.** Persistent cookies remain on your computer after you have closed your browser or turned off your computer. We use persistent cookies to track aggregate and statistical information about user activity, which may be combined with other user information.
- **Third Party Cookies.** We also engage third parties to track and analyze non-personally and personally identifiable website data and to serve advertisements. To do so, we may permit third parties to apply cookies to users of our Site, where permitted by law, and, subject to your right to opt-out through the Network Advertising Initiative (as discussed below). We use the data collected by such third parties to help us administer and improve the quality of the Site and to analyze site usage. Such third parties may combine the information that we provide about you with other information that they have collected.

**Disabling Cookies.** Most web browsers automatically accept cookies, but if you prefer you can edit your browser options to block them in future. The Help portion of the toolbar on most browsers will tell you how to prevent your computer from accepting new cookies, how to have the browser notify you when you receive a new cookie, or how to disable cookies altogether. Visitors to this Site who disable their web browsers' ability to accept cookies will be able to browse the Site; however, many site features, such as certain Services will not function properly if you do not accept cookies.

**Local Storage Objects.** We and our third party service providers may use Flash Local Storage Objects (“Flash LSOs”) in order to store your Site preferences, to personalize your visit or to display content based upon what you view on our Site. Flash LSOs are different from browser cookies because of the amount and type of data stored. In addition, you cannot control, delete or disable the acceptance of Flash LSOs through your browser. For more information on Flash LSOs, or to learn how to manage your settings for Flash cookies, go to the Adobe Flash Player Help Page, choose “Global Storage Settings Panel” and follow the instructions. To see the Flash LSOs currently on your computer, choose “Website Storage Settings Panel” and follow the instructions to review and, if you choose, to delete any specific Flash LSO.

**Web Beacons, Pixel Tags and Other Technologies.** We use web beacons, such as clear GIFs, web bugs or pixel tags, which are tiny graphics with a unique identifier similar in function to cookies. In contrast to cookies, which are stored on your computer's hard drive, clear GIFs are embedded invisibly on web pages.

We may use clear GIFs in connection with our Site to, among other things, track the activities of website visitors, help us manage content, and compile statistics about website usage. We and our third party service providers also use clear GIFs in HTML e-mails to our customers, to help us track e-mail response rates, measure the success of our marketing campaigns, identify when our e-mails are viewed and track whether our e-mails are forwarded.

**Site Analytics.** As noted, we work with third party service providers who use the technologies described in this section to conduct website analytics to help us track and understand how visitors use this Site. For example, we use a variety of third party web analytics, to help us improve the Site's performance and user experiences.

#### **Third Party Applications**

Third party applications may be available on this Site. The owners or providers of those third party applications may collect personally identifiable information from you. Their collection of information is bound by their own information collection policies and practices. We are not responsible for the collection and use of your information by third parties.

#### **Opting-Out**

You may opt-out of receiving email communications from us by following the instructions contained in the email. Please note it may take up to 10 business days for us to process your opt-out requests.

#### **Links**

Third party links may be available on the Site. When you click on a third party's link from the Site, you will be entering that third party's site, over which we have no control. We are not responsible for third party sites. You should carefully review the privacy statements of any other sites you visit, because those privacy statements will apply to your visit to such other sites and may be very different from this Privacy Policy.

#### **Children Under 13**

Our Services are not designed for children under 13. If we discover that a child under 13 has provided us with personal information, we will delete such information from our systems.

#### **Changes to the Privacy Policy and Changes in Ownership**

We may change or supplement this Privacy Policy from time to time. If we make a material change to this Privacy Policy, we may endeavor to notify you of the change by posting prominently on the Site and/or by emailing registered users, if any, of the change.

#### **Contact Information**

For any questions related to this Privacy Policy, please contact us at:  
[topfranchiseopportunities@vertmob.com](mailto:topfranchiseopportunities@vertmob.com)