



Privacy Statement

HipsterDog Media (“HipsterDog Media” or the “Company”) is committed to protecting the privacy of individuals who visit the Company’s Web sites (“Visitors”), individuals who register to use the Services as defined below (“Customers”), and individuals who register to attend Customer’s meetings and/or events (“Attendees”). This Privacy Statement describes HipsterDog Media’s privacy practices in relation to the use of the Company’s Web sites and the related applications and services offered by HipsterDog Media (the “Services”).

HipsterDog Media’s Privacy Statement provides transparency, accountability, and choice regarding the collection and use of your personal information. If you have questions or complaints regarding HipsterDog Media’s Privacy Statement or associated practices, please contact us [here](#).

This Privacy Policy only applies to information that is collected, handled, or maintained through the Web sites covered by this Privacy Statement.

1. Web sites covered

This Privacy Statement covers the information practices of Web sites that link to this Privacy Statement, including: <http://www.hipsterdogmedia.com>; (collectively referred to as “HipsterDog Media’s Web sites” or “the Company’s Web sites”).

HipsterDog Media’s Web sites may contain links to other Web sites. The information practices or the content of such other Web sites is governed by the privacy statements of such other Web sites. The Company encourages you to review the privacy statements of other Web sites to understand their information practices.

2. Information collected

When expressing an interest in obtaining additional information about the Services or registering to use the Services, HipsterDog Media requires you to provide the Company with personal contact information, such as name, title, company name, company URL, phone number, and email address (“Required Contact Information”). When purchasing the Services, HipsterDog Media may require you to provide the Company with financial qualification and billing information, such as billing name and address and the number of employees within the organization that will be using the Services (“Billing Information”). HipsterDog Media may also ask you to provide additional information, such as number of employees, or industry (“Optional Information”). Required Contact Information, Billing Information, and Optional Information about Customers are referred to collectively as “Data About HipsterDog Media Customers”.

As you navigate the Company’s Web sites, HipsterDog Media may also collect information through the use of commonly-used information-gathering tools, such as cookies (“Web Site Navigational Information”). Web Site Navigational Information includes standard information from your Web browser (such as browser type and browser language), your Internet Protocol (“IP”) address, and the actions you take on the Company’s Web sites (such as the Web pages viewed and the links clicked). This information is collected solely for the use of HipsterDog Media and is not shared with any other parties. For additional information about the collection of Web Site Navigational Information by HipsterDog Media and others, please [click here](#).



3. Use of information collected

The Company uses Data About HipsterDog Media Customers to perform the services requested. For example, if you fill out a “Contact Me” Web form, the Company will use the information provided to contact you about your interest in the Services.

The Company may also use Data About HipsterDog Media Customers for marketing purposes. For example, the Company may use information you provide to contact you to further discuss your interest in the Services and to send you information regarding the Company, its affiliates, and its partners.

HipsterDog Media uses Web Site Navigational Information to operate and improve the Company’s Web sites. The Company may also use Web Site Navigational Information alone or in combination with Data About HipsterDog Media Customers to provide personalized information about the Company. For additional information about the use of Web Site Navigational Information, please [click here](#).

4. Web Site Navigational Information

Cookies and IP Addresses

HipsterDog Media uses commonly-used information-gathering tools, such as cookies to collect information as you navigate the Company’s Web sites (“Web Site Navigational Information”). This section describes the types of Web Site Navigational Information used on the Company’s Web sites and how this information may be used.

Cookies

HipsterDog Media uses cookies to make interactions with the Company’s Web sites easy and meaningful. When you visit one of the Company’s Web sites, HipsterDog Media’s servers send a cookie to your computer when filling out a Web form (such as a “Contact Me”) or login to your HipsterDog Media account, otherwise you remain anonymous to the Company.

HipsterDog Media uses cookies that are session-based. Session cookies exist only during one session. They disappear from your computer when you close your browser software or turn off your computer. Please note that if you disable your Web browser’s ability to accept cookies, you will be able to navigate the Company’s Web sites, but you will not be able to successfully use the Services.

If you have chosen to identify yourself to HipsterDog Media, the Company uses cookies containing encrypted information to allow the Company to uniquely identify you. Each time you log into the Services, a cookie containing an encrypted, unique identifier that is tied to your account is placed on your browser. These cookies allow the Company to uniquely identify you when you are logged into the Services and to process your online transactions and requests.

Because required cookies are essential to operate the Company’s Web sites and the Services, there is no option to opt out of these cookies.



Functionality cookies

Functionality cookies allow the Company's Web sites to remember information you have entered or choices you make (such as your username, language, or your region) and provide enhanced, more personal features. These cookies also enable you to optimize your use of HipsterDog Media's Services after logging in.

To learn how to opt out of functionality cookies using your browser settings click [here](#). Note that opting out may impact the functionality you receive when visiting HipsterDog Media.

IP Addresses

HipsterDog Media also collects IP addresses from Customers when they log into the Services as part of the Company's security features.

5. Sharing of information collected

Service Providers

HipsterDog Media does not share, sell, rent, or trade Data About HipsterDog Media Customers or any information with third parties for their promotional purposes.

Business Partners

HipsterDog Media does not share Data About HipsterDog Media Customers with business partners unless you specifically opt in to such sharing in writing.

Billing

HipsterDog Media uses a third-party service provider to manage credit card processing. This service provider is not permitted to store, retain, or use Billing Information except for the sole purpose of credit card processing on the Company's behalf.

Compelled Disclosure

HipsterDog Media reserves the right to use or disclose information provided if required by law or if the Company reasonably believes that use or disclosure is necessary to protect the Company's rights and/or to comply with a judicial proceeding, court order, or legal process.

6. International transfer of information collected

To facilitate HipsterDog Media's global operations, the Company may transfer and access Data About HipsterDog Media Customers from around the world, including Canada. This Privacy Statement shall apply even if HipsterDog Media transfers Data About HipsterDog Media Customers to other countries.

7. Communications preferences

HipsterDog Media offers Visitors and Customers, who provide contact information a means to choose how the Company uses the information provided. You may manage your receipt of marketing and non-transactional communications by clicking [here](#) or by clicking on the "unsubscribe" link located on the bottom of the Company's marketing emails. Additionally, you may send a request specifying your communications preferences to info@lenos.com. Customers cannot opt out of receiving transactional emails related to their account with HipsterDog Media or the Services.



8. Customer Data

HipsterDog Media Customers may electronically submit data or information to the Services for hosting and processing purposes ("Customer Data"). HipsterDog Media will not review, share, distribute, or reference any such Customer Data except as provided in the HipsterDog Media Master Subscription Agreement, or as may be required by law. In accordance with the HipsterDog Media Master Subscription Agreement, HipsterDog Media may access Customer Data only for the purpose of providing the Services, preventing or addressing service or technical problems, at a Customer's request in connection with customer support matters, or as may be required by law.

9. Security

HipsterDog Media uses robust security measures to protect Customer Data from unauthorized access, maintain data accuracy, and help ensure the appropriate use of Customer Data. When the Services are accessed using Internet Explorer version 9.0 or later, the latest version of Chrome, Firefox or Safari, Secure Socket Layer (SSL) technology protects Customer Data using both server authentication and data encryption. These technologies help ensure that Customer Data is safe, secure, and only available to the Customer to whom the information belongs and those to whom the Customer has granted access. HipsterDog Media also implements an advanced security method based on dynamic data and encoded session identifications, and the Company hosts its Web sites in a secure server environment that uses firewalls, intrusion detection systems, and other advanced technology to prevent interference or access from outside intruders. HipsterDog Media also offers enhanced security features within the Services that permit Customers to configure security settings to the level they deem necessary. Customers are responsible for maintaining the security and confidentiality of their HipsterDog Media usernames and passwords.

Because the Company uses the Services to maintain Data About HipsterDog Media Customers, this information, which is stored in the Services, is secured in the same manner as described above for Customer Data.

10. Changes to this Privacy Statement

HipsterDog Media reserves the right to change this Privacy Statement. HipsterDog Media will provide notification of the material changes to this Privacy Statement through the Company's Web sites at least thirty (30) business days prior to the change taking effect.

11. Contacting us

Questions regarding this Privacy Statement or the information practices of the Company's Web sites should be directed to HipsterDog Media Privacy by clicking [here](#) or by mailing HipsterDog Media at 306 Edward Scott Road, Mountain, Ontario K0E 1S0 CANADA.