

COMPETITIVE EDGE MARKETING™ AND NCS MARKETING GROUP, INC. ONLINE PRIVACY POLICY

Thank you for visiting the Privacy Policy page of Competitive Edge Marketing and NCS Marketing Group, Inc. ("CEM") website. CEM values your right of privacy, and wants you to feel comfortable using its website at <http://www.Edge2005.com> (the "CEM Website" or "Website"). This page describes our privacy policy for the Website, and enables you to opt out of certain uses and disclosures of your personally identifiable information.

1. Your Acceptance

By using and/or visiting the CEM Website, you signify your assent to both the content of this Privacy Policy and the general Terms and Conditions for using the Website, which are published at [Legal Terms and Conditions](#), and which are incorporated herein by reference. If you do not agree to any of these terms, you should not use the Website. Should CEM make any substantial change to this Privacy Policy, we will publish an amendment, or we may email you at CEM's sole discretion.

2. CEM Website

This Agreement applies solely to the CEM Website, which may contain links to third party websites that are not owned or controlled by CEM. For instance, CEM has strategic partners work it displays on the CEM website to represent the work that these strategic partners provide their clients. CEM has no control over, and assumes no responsibility for, the content, privacy policies, or practices of any third party websites. In addition, CEM will not and cannot censor or edit the content of any third party site. By using the Website, you expressly relieve CEM from any and all liability arising from your use of any third party website. Accordingly, we encourage you to be aware when you leave the CEM Website, and to read the terms and conditions and privacy policy of each other website that you visit.

3. What Type of Information Do We Collect and Use?

When you visit the CEM Website, we may collect passive information about your visit. Passive information is any form of aggregate data, navigational data, tracking data, click-stream data, or historical data, which does not on its own personally identify you. Passive Information includes information collected through cookies and web beacons. When you complete a survey, subscribe to one of our newsletters, or submit other data through the CEM Website, we may also obtain and collect personally identifiable information. Personally identifiable information is information collected online that personally identifies you, such as by name, email address, or mailing address. CEM does not provide you with the ability to "opt-out" of certain uses of such personally identifiable information.

4. How Do We Use Personally Identifiable Information?

CEM may use or disclose your information in any manner CEM chooses, including, but not limited to the following:

- to communicate directly with you in connection with your specific requests;
- to validate credit card numbers;
- to permit our website designers to develop features and services that meet your needs;
- to tailor your experience on our Website, showing you individually tailored content;
- to comply with a lawful subpoena or court order;
- to remedy any violation or breach of an agreement between you and CEM; and
- to prevent harm to the property or rights of CEM or its customers.

CEM may also use such information for its own marketing and survey purposes, and CEM may appoint third party agents in connection with such marketing and survey efforts, subject to a

confidentiality agreement concerning the information. CEM may disclose any personally identifiable information for use in connection with a third party's marketing efforts.

5. Aggregate Information

CEM may share aggregate statistical information with business partners, sponsors or other third parties, and may from time to time, at CEM's discretion, supply personally identifiable information. For example, we may tell a third party that X number of visitors visited a certain area on a website, or that Y number of men and Z number of women desire a specific CEM service, and CEM may disclose additional information at its discretion.

6. Unsolicited Emails Received by You

CEM may send unsolicited emails to anyone who visits the CEM Website. We may also send newsletters to those who supply us information. If you have inadvertently received one of our newsletters, or if you simply wish to stop receiving them, please follow the "Unsubscribe" instructions contained in each newsletter, if available. Or send an email to webmaster@edge2005.com and request to have your email removed from the list.

8. Cookies

Your browser software includes a feature called "cookies." We may use "cookies" to enhance your experience with our site. If enabled, cookies may store small amounts of data on your computer about your visit to the CEM Website, including your page preferences. Cookies tell us nothing about you personally, unless you specifically give us additional information. CEM does not merge or associate our cookie information with any personally identifiable information obtained by us or from third parties. Cookies simply assist us in tracking which of our features you like best and what content you may have viewed during past visits. When you re-visit the CEM Website, cookies can enable us to customize our content according to your preferences. We may use cookies to: (i) keep count of your return visits to the Website; (ii) accumulate anonymous, aggregate, statistical information on website usage; (iii) deliver content specific to your interests or past viewing history; and (iv) save a password so you don't have to re-enter it each time you visit our site. You can also disable cookies. By modifying your browser preferences, you can accept or reject all cookies, or request a notification when a cookie is set.

9. P3P (Platform for Privacy Preference) Conformance

Our cookies conform to the emerging P3P privacy standard, developed by the World Wide Web Consortium. P3P provides a simple, automated way for users to control the use of personal information. Browsers like Microsoft Internet Explorer 6.0 conform to the P3P standard. At its most basic level, P3P is a standardized set of multiple-choice questions, covering all the major aspects of a website's privacy policy. Taken together, they present a clear snapshot of how a site handles personal information. P3P-enabled browsers can "read" this snapshot automatically and compare it to the consumer's own set of privacy preferences. P3P places privacy policies where users can find them, in a form users can understand, and, most importantly, enables users to act on what they see.

10. IP Addresses

An Internet Protocol ("IP") address is a number assigned to your computer whenever you access the Internet. An Internet Service Provider ("ISP") typically assigns a random dynamic IP address at the time of your dial-up. For local area network ("LAN"), DSL, or cable modem users, a static IP address may be permanently assigned to a particular computer. CEM may record the IP addresses of visitors to its Website. While an IP address may reveal your ISP or geographic area, we cannot determine your identity solely based upon your IP address. Other websites you visit have IP addresses, and we may collect the IP addresses of those websites and their pages, but these IP addresses are never associated with Internet users.

11. Web Beacons

The Website may contain web beacons, which are electronic images (sometimes called "single-pixel gifs") that allow us to count page views, or to access cookies. We may also include web beacons in HTML-formatted newsletters containing graphics that we may send, to count the number of newsletters that have been opened and read. Our web beacons do not collect, gather, monitor, or share any personal information about our website visitors. They are used only to compile our anonymous, aggregate statistics about website usage.

12. Computer Profiles

CEM may also collect and accumulate other anonymous data that helps us understand and analyze the Internet experience of our visitors. For example, we may accumulate visitor data relating to referring domain names, the type of browsers used, operating system software, screen resolutions, color capabilities, browser plug-ins, language settings, cookie preferences, search engine keywords and JavaScript enablement. None of this information is personally identifiable and we only share this information in the aggregate, reflecting overall website or Internet usage trends, as outlined in this Privacy Policy.

13. Chat Rooms and Forums

The CEM Website may in the future include chat rooms, forums, message boards, and/or news groups. If so, CEM as a passive conduit will not be liable for any of the transmitted information. Any information that is disclosed in these areas becomes public information. You should exercise caution before disclosing your personal information via these public venues, which you do at your own risk. If you do so, you may receive unsolicited emails or "spam." CEM cannot safeguard the privacy of personally identifiable information that is disclosed and can be viewed or accessed online in this manner.

14. Security

Some pages of the CEM Website may use security measures to protect the loss, misuse and alteration of information that is transmitted through the Website. These pages may use Secure Socket Layer ("SSL") connections with 128-bit encryption for certain transactions and confidential data. When you use a secure browser, all information you submit comes to us over the Internet in an encrypted form, with a digital certificate issued by a third-party certification authority. We also maintain our servers in separate facilities with secure access. Unfortunately, no data transmission over the Internet or any wireless network can be guaranteed to be 100% secure. As a result, while we strive to protect your personally identifiable information, we cannot ensure or warrant the security of any information you transmit, 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.

16. Contact Information

If you have questions or concerns regarding this Privacy Policy, please contact us at webmaster@edge2005.com or at the following address:

Competitive Edge Marketing™

NCS Marketing Group, Inc..
Attn: Online Privacy Manager
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