

RESPECTING AND PROTECTING YOUR PRIVACY

Your privacy is important to us. Crescent Capital Partners respects and takes steps to protect the privacy of our customers. We strive to take reasonable care of information we may receive from you.

The Scope of This Privacy Policy

This Privacy Policy addresses the privacy of visitors to the Crescent Capital Partners Website. It identifies the type of data and information we collect from visitors, how we use and disclose it, and the steps we take to protect privacy.

What Information We Collect and How We Use It

Information We Collect

Crescent Capital Partners collects personal information when you register with the site, when you use Crescent Capital Partners products and services, when you visit Crescent Capital Partners pages or the pages of certain Crescent Capital Partners partners, and when you enter promotions or sweepstakes.

We may, additionally, track non-personal information about your visit, including the domain name and the name of the Web page from which you entered our site, how much time you spend on each of our pages, and the IP address associated with your computer. We use this information to improve the performance and operation of our site.

We collect information about your transactions with us and with some of our business partners, including information about your use of products and services that we offer. We automatically receive and record information on our server logs from your browser, including your IP address, Crescent Capital Partners cookie information, and the page you request.

Crescent Capital Partners uses information for the following general purposes: to customize the advertising and content you see, fulfill your requests for products and services, improve our services, contact you, conduct research, and provide statistical reporting for internal and external clients.

Cookies and Related Technologies

A cookie is a small file that is stored on the hard drive of your computer, ready for future access when you return to our site. We may use cookies to tailor and improve the content we deliver to you while you are on our site. The cookies do not contain or capture any personal information. You can configure your computer's browser to alert you when a site is attempting to send you a cookie, and then you can accept or refuse the cookie. Your

decision to refuse cookies from AffinityHollywood.com will not prevent you from using our site, but may limit your ability to take advantage of some of our advanced features.

Children

Protecting the privacy of the very young is especially important. The Crescent Capital Partners Website is not designed to attract children under the age of 13 and does not knowingly collect personal information from children on our Website.

Information We Disclose To Third Parties

We may use aggregated information concerning how visitors use our Website and share such information with third parties in order to improve our Website and to help us attract advertisers and listings. For example, we may share how many individuals visited our Website and on average how long they stayed on each page. Such use and sharing of aggregated information will not reveal any of your personal information to third parties.

Crescent Capital Partners does not rent, sell, disclose or share personal information about you with other people or nonaffiliated companies except to provide products or services you've requested, when we have your permission, or under the following circumstances:

- » We respond to subpoenas, court orders, or legal process, or to establish or exercise our legal rights or defend against legal claims;
- » We believe it is necessary to share information in order to investigate, prevent, or take action regarding illegal activities, suspected fraud, situations involving potential threats to the physical safety of any person, violations of Crescent Capital Partners's terms of use, or as otherwise required by law;
- » We transfer information about you if Crescent Capital Partners is acquired by or merged with another company. In this event, we will notify you before information about you is transferred and becomes subject to a different privacy policy.
- » Crescent Capital Partners does not provide any personal information to the advertiser when you interact with or view an ad.

Security

Crescent Capital Partners takes your security seriously and takes reasonable steps to protect your information. No data transmissions over the Internet can be guaranteed to be 100% secure. Consequently, we cannot ensure or warrant the security of any information you transmit to us and you do so at your own risk. Once we receive your transmission, we make reasonable efforts to ensure security on our systems. However, please note that this

is not a guarantee that such information may not be accessed, disclosed, altered or destroyed by breach of any firewalls or secure server software we may employ.

We continue to evaluate and implement enhancements in security technology and practices, however we can only take steps to help reduce the risks of unauthorized access.

Vendors and Partners

Crescent Capital Partners works with vendors and partners to protect the security and privacy of user information.

Employee and Contractor Access to Information

Crescent Capital Partners limits access to personal information about you to those employees who we reasonably believe need to come into contact with that information to provide products or services to you or in order to do their jobs.

Privacy Policy Updates

This Privacy Policy supersedes and replaces all previously posted Privacy Policies. Our Privacy Policy is regularly reviewed and revised to make sure we continue to serve the best interests of our customers. We reserve the right to update this Privacy Policy to reflect any changes. If we decide to change our Privacy Policy, we will post those changes to this Policy and other places we deem appropriate so our users are always aware of what information we collect, how we use it, and under what circumstances, if any, we disclose it. If the change would cause us to use or disclose personal information in a manner that is materially less restrictive from that stated at the time of collection, we will notify Web visitors before implementing the change.

Contact Us

Crescent Capital Partners will happily address any concerns about its online privacy practices and policies; e-mail us at privacy@crescentcappartners.com