

Privacy Policy

95.3 The Bull/WRTB-FM wishes to provide visitors to our website, a range of technical benefits that we distribute over the internet platform. To best accomplish this, we may obtain certain personal information from you. The purpose for this "Privacy Policy" is so that you are informed of what information will be collected, what it will be used for, and what choices you have regarding the use of this information. *Throughout this Privacy Policy, "we," "us," or "our" refers to 95.3 The Bull/WRTB-FM and our parent company, Mid-West Family Broadcasting, and "you" or "your" refers to the person or entity that accesses or uses this Site or its content (the "User").*

95.3 The Bull/WRTB-FM and its parent company, Mid-West Family Broadcasting, may change this policy from time to time by updating this page. Checking this page from time to time will ensure you are up-to-date with any changes. This policy is effective from 05/02/2018.

What we collect

We may collect the following information:

- Name
- job title
- contact information including email address
- demographic information such as gender, age, postcode, preferences and interests
- other information relevant to customer surveys and/or offers on a case-by-case basis
- social media accounts

What we do with the information we gather

We require this information to understand your needs and provide you with a better service, and in particular for the following reasons:

- No information that we receive will ever be given to any third parties, without your permission.
- We will never sell your information.
- Internal record keeping.

- We will use the information to improve our products and services.
- We may periodically send promotional email about promotions, contests, special offers or other information which we think you may find interesting using the email address which you have provided.
- From time to time, we may also use your information to contact you for market research purposes. We may contact you by email, phone, fax or mail.
- We may use the information to customize the website according to your interests.

CHILDREN'S PRIVACY

We understand and share your concerns regarding your children's access to Internet and the Internet's access to your children. Consistent with the Children's Online Privacy Protection Act of 1998 (COPPA), we do not knowingly collect Personally Identifiable Information from children under 13 years of age. If we learn that Personally Identifiable Information of a child under the age of 13 has been submitted to us via the Site or appears on or within the Site, we will take all action necessary to comply with our responsibilities under applicable legal requirements, including deleting any such information.

Security

We are committed to ensuring that your information is secure. In order to prevent unauthorized access or disclosure we have put in place suitable physical, electronic and managerial procedures to safeguard and secure the information we collect online.

How we use cookies

A cookie is a small file which asks permission to be placed on your computer's hard drive. Once you agree, the file is added and the cookie helps analyze web traffic or lets you know when you visit a particular site. Cookies allow web applications to respond to you as an individual. The web application can tailor its operations to your needs, likes and dislikes by gathering and remembering information about your preferences.

We use traffic log cookies to identify which pages are being used. This helps us analyze data about web page traffic on our websites and improve our website in order to tailor it to our listeners needs. We only use this information for statistical analysis purposes and then the data is removed from the system.

Overall, cookies help us provide you with a better website, by enabling us to monitor which pages you find useful and which you do not. A cookie in no way gives us access to your computer or any information about you, other than the data you choose to share with us.

You can choose to accept or decline cookies. Most web browsers automatically accept cookies, but you can modify your browser setting to decline cookies. This may prevent you from taking full advantage of the website.

Links to other websites

Our website may contain links to allow you to visit other websites. Once you have used these links, and leave our site, you should note that we do not have control over other websites. We cannot be responsible for the protection and privacy of your information while visiting any other site not governed by this privacy statement.

Controlling your personal information

You may choose to restrict the collection or use of your personal information in the following ways:

- whenever you are asked to fill in a form on the website, look for the box that you can click to indicate that you do not want the information to be used by anybody for direct marketing purposes
- if you have previously agreed to us using your personal information for direct marketing purposes, you may change your mind at any time by writing to or emailing us at privacy.policy@rmgmwf.com

Once you have notified us, your information will be removed from all direct mailing lists and will not be added unless you go to our website and sign up, again.

You may request details of personal information which we hold about you under the Data Protection Act 1998. A small fee will be payable. If you would like a copy of the information held on you please write to 2830 Sandy Hollow Rd, Rockford, IL 61109.

If you believe that any information we are holding on you is incorrect or incomplete,

please write to or email us as soon as possible, at the above address. We will promptly correct any information found to be incorrect.