

Privacy Policy

This privacy statement sets forth the privacy practices of the Mormon Times and its affiliates (collectively, "Mormon Times" or "We") on the mormontimes.com website (the "Website").

Effective Date

The effective date of this privacy policy is October 27, 2008.

Here is what we do:

We will collect and store information that you provide when you register, when you respond to surveys or contests, or when you purchase something from us. If you register for a special event, like the Mormon Times Showcase, we may provide that information to the event organizers and sponsors.

We also create logs that track usage of the Website. These logs do not have personal identifying information. For example, we might report the percentage of users who live in Salt Lake County, or who are female, or who have a certain type of Internet browser. We use this information for promotional and marketing purposes and may provide it to advertisers.

If you create an account on the Website to access certain features, such as the Mormon Times Showcase, forums, contests, message boards or opinion polls, then we may ask you for certain personal information to create the account, including, but not limited to, your name and email address. We will issue you a private password that you can use to gain access to your account. Your account name (not your email address) may be displayed to others when you engage in such features on the Website. You can decline to submit such personal information through the Website, but you may not be able to participate in such features. You can update or correct your account information at any time by logging into your account.

Please note that any information or content, including video content and biographical information, that you voluntarily disclose (e.g., in forums, for contests, on message board and on profile pages) becomes publicly available and can be collected and used by others. Any video content and biographical information that you submit may be redistributed through the Internet and other media channels, and may be viewed by the general public.

We will send a cookie to your computer. This is a computer code sequence that will allow your computer to log onto the Website more easily in the future. It stores information that allows you to access features like personalized headlines and subscription-only services. It also may track the types of activities you engage in and the types of pages, articles and advertising that you view while visiting the Website. We will not use a cookie to obtain or store personal information that you do not voluntarily submit.

We will clearly label any advertising on the Website. Some of the ads may contain cookies from third parties, advertisers, clients or agencies. We do not have access to the information collected by these cookies. Please contact the advertiser for more information.

The Website may provide one or more subscription-only services. If you use one of these services, we will ask for information for billing purposes and to track usage. We will issue you a private password that you would use to gain access to that area.

We may forward information on purchases to a third party to process credit card information or to fill orders.

We will collect, store and use information for journalistic purposes.

In some cases, we may choose to buy or sell assets. In these types of transactions, customer information is typically one of the business assets that is transferred. Moreover, if we, or substantially all of our assets were acquired, your information would be one of the assets that is transferred or acquired by a third party. You acknowledge that such transfers may occur, and that any acquirer of us may continue to use your information as set forth in this policy.

Here is what we will not do:

We will not collect personal information from you while you use the Website unless you specifically provide it.

We will not provide personal information about you to entities that are not associated with the Mormon Times, Deseret News Publishing Company, Deseret Management Corp., the Newspaper Agency Corp. or Zions Bank, except as provided in this privacy policy, by reason of a court order, or unless you allow us to do so. We do not otherwise share this personal information with our advertisers.

Third parties and children

We wish all third parties that have links to or from the Website to follow similar privacy policies. However, we have no control over these third parties and are not responsible for any of their actions or policies. If you are concerned about privacy, you should check each site's policy statement.

We are concerned about the safety and privacy of children who use the Internet. Consistent with the Children's Online Privacy Protection Act of 1998, we will never knowingly request personal information from anyone less than 13 years of age without prior verifiable parental consent. If you become aware that your child under 13 years of age has provided us with personal information without prior verifiable parental consent, please contact us at showcase@desnews.com and we will use our best efforts to promptly remove such information from the Website and/or our files, as applicable.

Changes to this privacy policy

We may amend this privacy policy from time to time. Use of information we collect online is subject to the privacy policy in effect at the time such information is used. If we make changes in the way we use personal information, we will notify you by posting an announcement on this

Website.

A final word

This privacy policy applies only to information we collect from users of the Website. It of course does not necessarily apply to information we collect in the news-gathering process or that we obtain from public databases. Any information you disclose when posting a message in one of our forums or in connection with a contest becomes public.

If you have any questions or concerns regarding privacy on the Website, please send a detailed message to showcase@desnews.com. We will make every effort to resolve your concerns.