

LG PRIVACY POLICY

Information Collection and Use

LG Mobilecomm U.S.A., Inc is the sole owner of the information collected on this site. Unless required by applicable law, we will not sell, share, or rent this information to others in ways different from what is disclosed in this Privacy Policy. LG Mobilecomm U.S.A., Inc collects information from our users at several different points on our website, as described below.

Log Files

We use the IP addresses of site visitors to analyze trends, administer the site, track user's movements and gather broad demographic information for aggregate use. IP addresses are not linked to personally identifiable information.

Sharing

We will share aggregated demographic information with our partners and advertisers. This is not linked to any personal information that can identify any individual person.

We use an outside shipping company to ship orders, and a credit card processing company to bill users for goods and services. These companies do not retain, share, store or use personally identifiable information for any secondary purposes.

We partner with another party to provide specific services. When the user signs up for these services, we will share names, or other contact information that is necessary for the third party to provide these services. These parties are not allowed to use personally identifiable information except for the purpose of providing these services.

Visitor Identification

From time to time, information may be placed on your computer to allow us to identify you. This information is commonly known as "cookies". By showing how and when our visitors use this website, this information can help us to continue to improve our site. The use of cookies is an industry standard and many websites use them. Cookies are stored on your computer and not on this site. We will only use cookies to view information on your hard drive that was put there by a cookie from this site. If you do not wish to receive cookies, or want to be notified of when they are placed, you may set your web browser to do so, if your browser so permits.

Security

Providing a secure online experience to our users is a high priority of LG. We recognize that users' privacy and security are of the utmost importance, and we have devoted a great deal of effort to ensure that users' information is safeguarded both online and off-line.

If our registration/order form asks users to enter sensitive information (such as credit card number and/or social security number), that information will be encrypted and will be protected. While on a

secure page, such as our order form if the website had any, the lock icon on the bottom of web browsers such as Netscape Navigator and Microsoft Internet Explorer shows that it is locked, as opposed to unlocked or open, the status when you are just "surfing".

Supplementation of Information

In order for this website to properly fulfill its obligation to our customers, it is necessary for us to supplement the information we receive with information from third party sources.

For example, to determine if our customers qualify for one of our credit cards, we use their name and social security number to request a credit report. Once we determine a user's credit-worthiness, this document is destroyed.

Site and Service Updates

We also send the user site and service announcement updates. Members are not able to un-subscribe from service announcements, which contain important information about the service. We communicate with the user via email or phone to provide requested services and in regards to any issues relating to their account.

Correction/Updating Personal Information

If a user's personally identifiable information changes (such as your zip code), or if a user no longer desires our service, we will provide a way for the user to correct, update or remove that user's personal data provided to us. This can usually be done at the member information page or by emailing our Customer Support, at the address shown on our Support page.

Choice/Opt-out

Our users are given the opportunity to "opt-out" of having their information used for purposes not directly related to our site at the point where we ask for the information. For example, our order form has an "opt-out" mechanism so users who buy a product from us, but don't want any marketing material, can keep their email address off our lists.

Linking

This website contains links to other sites. Please be aware that LG Mobilecomm U.S.A., Inc. is not responsible for the privacy practices of such other sites, which may differ significantly from our Privacy Policy. We encourage our users to be aware when they leave our site and to read the privacy statements of each and every website they visit that collects personally identifiable information. This Privacy Policy applies solely to information collected by this website.

No Liability For Acts of Third Parties

Although LG Mobilecomm U.S.A., Inc will use all reasonable efforts to safeguard the confidentiality of the personally identifiable information collected in accordance with this Privacy Policy, transmissions made by means of the Internet cannot be made absolutely secure. LG Mobilecomm U.S.A., Inc will have no liability for disclosure of any information due to errors in transmission, unauthorized acts of third

parties, or through the use of third party cookies including those of advertisers when you view or click on their advertisements.

Changes

LG Mobilecomm U.S.A., Inc. has adopted this Privacy Policy so our users can be aware of what information we collect, how we use it, and the circumstances, if any, under which we disclose it. We reserve the right to change or update this Privacy Policy at any time. Any changes or updates will be effective immediately upon posting to this website, and your use of this site following such posting constitutes your acceptance of the Privacy Policy as so changed or updated. If at any point we decide to use personally identifiable information in a manner different from that stated at the time it was collected, we will notify users by way of an email. Users will have a choice as to whether or not we may use their information in this different manner. We will use information in accordance with the Privacy Policy under which the information was collected.