

PRIVACY POLICY

This Privacy Policy (the "Privacy Policy") and other policies which may be posted on this Web Site (the "Site"), such as terms and conditions of use and, if you register for or enroll in any of the services, contests, products or materials (including to make a posting or submission, a donation or a purchase or to subscribe to a publication), provided by American Bible Society, americanbible.org, bibles.com, bibles.org or any of our affiliates on this Site ("American Bible Society" or "ABS"), those registration or enrollment terms (the "Other Agreements"), together govern your use of this Site. **ALL OF THE AFORE-MENTIONED GOVERN YOUR USE OF THE SITE EVEN IN THE EVENT YOU ARE ACTING AS AN EMPLOYEE, AGENT, REPRESENTATIVE OR CONTRACTOR ON BEHALF OF ANY OTHER ENTITY OR PERSON. BY USING THE SITE, YOU SIGNIFY YOUR ACCEPTANCE OF THIS PRIVACY POLICY AND OF OUR PROCESSING YOUR PERSONAL DATA IN ACCORDANCE WITH THE TERMS OF THIS PRIVACY POLICY. IF YOU DO NOT AGREE TO THIS PRIVACY POLICY, YOU SHOULD NOT USE THE SITE. YOUR CONTINUED USE OF THE SITE INDICATES TO US THAT YOU HAVE READ AND AGREE WITH OUR PRIVACY POLICY AND THAT YOU ACCEPT ANY CHANGES THERETO, WHETHER OR NOT YOU HAVE ACTUALLY REVIEWED EITHER THE POLICY OR ANY CHANGES THERETO.** If you have any questions or concerns regarding this Privacy Policy, please contact: webmaster@americanbible.org.

This Privacy Policy explains how we collect your Personal Data (as defined below) on the Site, how we protect such data, and the choices you have concerning our use of such data. Please read this Privacy Policy carefully. This Privacy Policy represents our current (as of the date first written above) data collection and usage practices. ABS will from time to time review and revise these practices. We will post any changes to this Privacy Policy here. Please refer back to this Privacy Policy on a regular basis. For the purposes of this Privacy Policy, "ABS", "we", "us", and "our" means ABS and its affiliates.

OUR POLICY REGULATING THIS SITE IS SIMPLE:

The American Bible Society is committed to protecting your privacy. We allow you to provide as much personal information as you feel comfortable providing. We do not release personal information about you to any third party, except as expressly permitted by you or required

by law or court order. We take all reasonable steps to protect your privacy, regardless of how much information you provide.

You control what personal information you provide to us online, and what we can do with such information. You may provide us information about yourself to help us make our Web sites more responsive to you.

We may ask you to supply personal information to us online, including your e-mail address, during a "registration" or an "enrollment" process. Some of this information is given voluntarily, and the word "optional" appears next to the relevant questions. On occasion, we collect additional personal information in optional survey forms, order forms, donation forms and contest registration forms. Demographic information voluntarily provided by you may be combined with site usage reports to create a profile of users and their preferences.

This Privacy Policy applies only to information collected by the Site. We are not responsible for the privacy of any information (i) that you reveal or post in any public forum that may be or in the future become available on the Site (e.g., message board or chat room), (ii) that is available now to the general public through no action or fault of ABS, or (iii) that ABS receives from any third party reasonably known to have a legal right to transmit such information and under no obligation to keep such information confidential. We are also not responsible for the privacy practices of Web Sites that are operated or owned by third parties.

COLLECTION OF PERSONAL DATA

Personal data is information that identifies you or can be used to identify or contact you, e.g. your name, e-mail address, postal address, or phone number ("Personal Data"). ABS requests Personal Data from you when you register or enroll for use of the Site. The registration or enrollment process requests that you provide your name and e-mail address, and agree to the terms and conditions and, should there be any, the Other Agreements, presented at the time of registration or enrollment. ABS requests additional Personal Data from you when you agree to make a donation or a purchase. Depending on the process, you may be requested that you provide your name, e-mail address, postal address, phone number, credit or bank card or other form of payment, and agree to the terms and conditions and, should there be any, the Other Agreements, presented at the time of donation or purchase. In addition

to information collected during registration or enrollment, or when making a donation or a purchase, ABS may collect Personal Data knowingly provided by you in e-mails to the Site or, among other things, online forms, order and registration forms and surveys. Providing this information is always at your option.

In all of these cases, we will collect Personal Data from you only if you voluntarily submit such information to us, and we will only contact you if you permit us to do so. Unless you give us permission to do so, we will not sell, share, license, trade or rent your Personal Data other than as specified in this Privacy Policy. We may, from time to time include on the Site or in e-mails, alerts or other mailings you have agreed to accept from us, advertisements or offers from or information about a sponsor or other third parties interested in serving you ("Third-Party Providers"). This does not and will not mean that ABS endorses any specific materials, information or services available from such Third-Party Providers. Such materials from those Third-Party Providers, regardless of their relationship with us, are provided merely for information purposes and users should make their own judgments and evaluation of any services or products available on any other web sites.

You do not have to provide us with any Personal Data to visit the Site. However, if you choose to withhold requested information, you may not be able to visit all sections or use all features of the Site.

COLLECTION OF MONITORING DATA AND USE OF TRACKING TOOLS

In addition to Personal Data, ABS may collect and/or track information that by itself is not used to identify you personally or to contact you, e.g., demographic information, domain names, computer type, browser types, screen resolution, and other anonymous statistical data involving the use of the Site ("Monitoring Data"). We use Monitoring Data to help us understand who uses the Site and to improve and market it and ABS's other web sites.

ABS assigns a random number anonymously to each user for tracking content preferences and traffic patterns. This random number enables us to record how many times users access certain pages, without "naming" who those users are. This random number, called a "cookie," is kept in a file on your computer.

We also log Internet Protocol ("IP") addresses, or the location of your computer on the Internet, for systems administration. These IP addresses are not used to track your session nor are they linked to anything personally identifiable. Cookies and IP addresses ("Tracking Tools") by themselves cannot be used to determine the identity of any user.

To enhance the Internet experience on the Site, ABS may use various Internet technologies such as, without limitation, 'cookies,' 'action tags,' 'web bug,' '.gif tags,' and 'JavaScript'. We believe Tracking Tools and other Internet technologies add value to the user experience, and the information obtained through these technologies is not sold or otherwise made available to third parties by ABS, other than as may from time to time be specified in this Privacy Policy.

USE OF DATA COLLECTED

We ask for some optional information so we can maintain a further dialogue with you about our new products and services. When you revisit the Site, ABS may recognize you by a Tracking Tool and customize your experience accordingly. For example, once you have completed the registration or enrollment process, a cookie will be used to avoid having you register again. You may decline Internet cookies, if any, by using the appropriate feature of your Web browser software, if available. If cookies are disabled, however, all features of the Site may not operate as intended. Information about the procedure you are required to follow in order to disable cookies can be found on your Internet browser provider's Web Site.

ABS may use Personal Data and Monitoring Data it collects for editorial and feedback purposes, marketing and promotion, statistical analysis of users' behavior, product development, delivering products and services, providing customer support, customizing and improving the content and layout of the Site or other web sites of ABS, completing business transactions, administering individual accounts and meeting government regulatory requirements. Monitoring Data may be used for internal or external purposes such as researching and identifying market segments and needs. ABS may disclose your Personal Data to unaffiliated third parties if we believe in good faith that such disclosure is necessary (a) to comply with applicable laws, rules, or regulations, or to preserve ABS's legal rights in the Site's content, whether the same arises from contract or through force of law; (b) to provide you with any services, information,

special offers, promotions or products you requested or consented to and to allow us to perform other activities related to such services and products; or (c) to operate this Site and other of ABS' systems properly. ABS may also share your Personal Data with a Third-Party Provider, but only if you have first told us we may. You may also share your Personal Data directly with Third-Party Providers who you contact through the Site.

You should be aware that, once you give such permission for ABS to share, or once you have shared, your Personal Data with a Third-Party Provider, ABS is not responsible for any further use or disclosure of your Personal Data by Third-Party Providers; such use or disclosure is governed by the Third-Party Providers' privacy policies.

In each e-mail we may send you, you will have the option to unsubscribe and not receive future e-mail from us. We cannot make such assurances on behalf of any Third-Party Provider. Please review our Opt-Out Policy (below) for how to avoid receiving further e-mails.

If at any time you want to be removed from our database or to “opt-out” of receiving further communications (“Opt-Out Policy”), simply tell us what you want to be opted out of when you contact us in any of the following ways:

- By e-mail at: webmaster@americanbible.org. Please mark the subject heading of your e-mail “Unsubscribe”
- By letter sent to us at:
American Bible Society
101 North Independence Mall East FL8
Philadelphia, PA 19106-2112
Attn: Webmaster—Unsubscribe

Please note that ABS makes no representation regarding the length of time this process may take, only that we will perform the update as soon as reasonably practicable.

The American Bible Society is committed to making your visit with us an enriching, empowering and informative experience. We will honor our pledge to protect your privacy.

ABS reserves the right to transfer Personal Data and Monitoring Data it collects to successors to the relevant portion of any of ABS' businesses, or

to independent contractors it engages to assist with or perform on ABS' behalf any of the foregoing activities. Also, if ABS' assets are subject to a claim in bankruptcy, Personal Data and Monitoring Data may be an asset subject to the claims of a trustee in bankruptcy and may be available to ABS' creditors. In addition, ABS reserves the right to use Personal Data to contact you regarding your account status and changes to this Privacy Policy, the terms and conditions of use, Other Agreements (if applicable) or any other policies, agreements or transactions relevant to your use of the Site. ABS will take reasonable steps to maintain the integrity of the collected data so that it is reliable and appropriate for the foregoing uses.

YOUR CHOICES REGARDING PERSONAL DATA COLLECTION AND USE

You may "opt-in" to having ABS use your Personal Data to send promotional or other correspondence to you by checking the appropriate box when you register or enroll, or by contacting ABS via e-mail at the address above. You may modify, correct, change or update Personal Data that ABS has collected via the Site or request that your Personal Data be removed from ABS' database by contacting ABS pursuant to the Opt-Out Policy indicated above. If you have made donations to or purchases from or otherwise registered with us in the past, you may also request that your Personal Data be removed from ABS' database by contacting ABS via e-mail at webmaster@americanbible.org. In any instance, our removal of such information may require you to register again with ABS in the event you later wish full access to the Site.

You should be aware that it may not be technologically possible to remove or verify each and every record of information you have provided to us from our system. The need to back-up our systems to protect information from inadvertent loss means that a copy of your Personal Data may exist in archived systems. However, after receiving your request, all Personal Data stored in databases we actively use and other readily searchable media will be updated, corrected, changed, deleted or confirmed to you, as appropriate, as soon as reasonably practicable.

LINKS

The Site may contain links to other Internet Web Sites maintained by third parties ("Other Sites"), either as a hyperlink or through a direct data feed accessed by you. ABS does not endorse, and is not responsible for, the privacy practices or the content of these Web Sites. You should review the applicable privacy policies in connection with your use of such third party Web Sites.

BY ACCESSING OTHER SITES, YOU MAY SIGNIFY YOUR ACCEPTANCE OF THOSE SITES' PRIVACY POLICIES, WHETHER OR NOT YOU HAVE ACTUALLY REVIEWED THEM AND WHETHER OR NOT THEY DIFFER FROM THOSE OF ABS. IF YOU DO NOT AGREE TO THOSE PRIVACY POLICIES, YOU SHOULD NOT ACCESS THE LINK OR THE OTHER SITE. WE WILL NOT BE LIABLE TO YOU SHOULD ANY OTHER SITE VIOLATE ANY UNDERSTANDING WITH YOU CONTAINED THEREIN OR IN THIS AGREEMENT. YOUR CONTINUED USE OF THE OTHER SITE WILL MEAN THAT YOU AGREE THAT YOU SHALL HOLD US HARMLESS IN THE EVENT SUCH OTHER SITE VIOLATES ANY UNDERSTANDING WITH YOU CONTAINED THEREIN OR IN THIS AGREEMENT.

SECURITY MEASURES

ABS has established reasonable precautions to protect collected Personal Data from loss, misuse, unauthorized access, disclosure, alteration or destruction, which include contractual, administrative, physical, and technical steps. Technical measures include use of firewall protection and encryption technology where appropriate. Although ABS takes reasonable precautions to assess the reliability of such technology, it relies on the statements of the vendors of those products and services as part of its security evaluation. **BY USING THE SITE, YOU ACKNOWLEDGE AND CONSENT TO THE FACT THAT ABS SHALL HAVE NO LIABILITY FOR FAILURES OF SUCH PRODUCTS AND SERVICES AND THAT YOU SHALL HAVE RECOURSE SOLELY AGAINST THE MANUFACTURERS OR VENDORS THEREOF.** Please note that while ABS has endeavored to create a secure and reliable site for users, the confidentiality of any communication or material transmitted to/from ABS or the Site or via e-mail cannot be guaranteed.

EXPORT OF PERSONAL DATA

By using the Site, you acknowledge and consent to the fact that Personal Data provided by you or collected by us through your use of the Site is stored and processed by us in the United States where data protection laws may not afford the same level of protection as those of the country in which you are located (this is the case for users located in the European Economic Area (“EEA”)). You also acknowledge and consent to the fact that we may, at our discretion, store and process such data in other countries (including countries outside the EEA) where data protection laws or law enforcement systems, policies or professionals may not afford the same level of protection as those of the country in which you are located.

PRIVACY PROTECTIONS FOR CHILDREN USING THE INTERNET

Protecting children's privacy is important to us. For that reason, we do not collect or maintain information on our Site from those we actually know are under the age of 13, nor is any part of our Site targeted to attract anyone under 13. We request that all visitors to our Site who are under 13 not disclose or provide any personally identifiable information. If we discover that a child under 13 has provided us with personally identifiable information, we will delete that child's personally identifiable information from our records.

CONTACT INFORMATION FOR ABS

Questions or concerns regarding ABS's data protection practices should be addressed to: webmaster@americanbible.org. If you choose to contact ABS via e-mail about this policy, please mark the subject heading of your e-mail “Privacy Inquiry.”

We shall keep a copy of this Privacy Policy and if, at any time, you would like to see a copy of it, you should write to the address above.