



## **PRIVACY POLICY**

**Updated March 5, 2014**

### **Web privacy policy**

We take your privacy seriously, and we want you to know how we collect, use, share and protect your information. This policy applies to [www.5thblock.com](http://www.5thblock.com).

### **What information we collect**

We respect the right to privacy of all visitors to the 5th Block site. We do not collect information that would personally identify you unless you choose to provide it. The personal information that you submit, such as on our Send Us Mail email form, is shared only with those people in the 5th Block organization who need this information to respond to your question or request. Information submitted through 5th Block's online forms may be collected to ensure technical functionality. It will also be utilized to address any inappropriate use of our website. We do not save personal information to use for other purposes, nor do we provide it to any other organizations.

### **Email communications, newsletter and related services**

5th Block provides you with the opportunity to sign up for a free email newsletter. You can unsubscribe from this newsletter at any time.

Email communications that you send to us via the email links on our site may be shared with a 5th Block staff member to address your inquiry. We make every effort to respond in a timely fashion once communications are received. Once we have responded to your communication, it is discarded or archived, depending on the nature of the inquiry.

The email functionality on our site does not provide a completely secure and confidential means of communication. It's possible that your email communication may be accessed or viewed by another Internet user while in transit to us. If you wish to keep your communication private, do not use our email.

You may decide at some point that you no longer wish to receive communications from our site. To stop receiving communications, send an email message to [info@5thblock.com](mailto:info@5thblock.com) or send regular mail to the following postal address:

5th Block LLC  
3505 Vicksburg Lane North, #500  
Plymouth, MN 55447

## **IP addresses**

The Web server automatically collects the Internet Protocol (IP) address of the computers that access our site. An IP address is a number that is assigned to your computer when you access the Internet. It is not truly personally identifiable information because many different individuals can access the Internet via the same computer. We use this information in aggregate form to understand how our site are being used and how we can better serve visitors.

## **Cookies and other tracking technology**

We may collect information about visitors to our site using "cookies" (see definition on Webopedia) and similar technology such as Web beacons, Web bugs, pixel tags, and so on. We may use this technology to recognize a repeat visitor and offer the visitor a set of services or information requested in a previous visit. We use session cookies to track a visitor's path through our site during a visit, to help us understand how people use our site.

## **How we use the information we collect**

We use the information we collect for things like:

- Fulfilling requests for information
- Marketing and advertising products and services
- Conducting research and analysis
- Communicating things like special events and surveys
- Operating, evaluating and improving our business

## **Data retention**

We will retain your information for as long as needed to provide you services, comply with our legal obligations, resolve disputes and enforce our agreements.

Except for authorized law enforcement investigations or other valid legal processes, we will not share any personally identifiable information we receive from you with any parties outside of 5th Block.

We may share some information to third parties

We may share your personally identifiable information with third parties who we have engaged to help us provide the services. In each case, we will ensure that these third parties have agreed not to use or disclose your personal information except to help us provide the services.

Except as noted above for newsletters, 5th Block does not provide any third party access to your IP address and email address.

We may provide third parties with aggregate statistics about our visitors, traffic patterns and related site information. These data reflect site-usage patterns gathered during visits to our website each month, but

they do not contain behavioral or identifying information about any individual member unless that member has given us permission to share that information.

To help us determine the effectiveness of 5th Block advertising, we may work with Web analytics tools hosted by third parties who receive nonidentifiable information from your browser, including the site or the advertisement you came from, your IP address, your general geographic location, your browser and platform information, and the pages you view within our site.

## **Protecting your privacy**

When you are visiting the 5th Block site, we use reasonable security measures to protect the confidentiality of personal information under our control and appropriately limit access to it. That being said, 5th Block cannot ensure or warrant the security of any information you transmit to us, and you do so at your own risk. We have taken reasonable steps to ensure the integrity and confidentiality of personally identifiable information that you may provide. You should understand, however, that electronic transmissions via the Internet are not necessarily secure from interception, and so we cannot absolutely guarantee the security or confidentiality of such transmissions.

## **Protecting children's privacy**

We are committed to protecting children's privacy on the Internet, and we do not knowingly collect personal information from children.

## **Links to other websites**

Our websites link to other websites, many of which have their own privacy policies. Be sure to review the privacy policy on the site you're visiting.

## **Privacy policy updates**

We may need to update our privacy policy as technology changes and 5th Block evolves. If we make significant changes to the privacy policy, we'll post a prominent message on our websites.

## **Contact information**

5th Block LLC  
3505 Vicksburg Lane North, #500  
Plymouth, MN 55447