

# Privacy Policy

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## Privacy Notice and User Guidelines

The Privacy Policy describes how KZCC AllHits95.5 FM, Trinidad, California, treats personal information when you use [www.AllHits955.com](http://www.AllHits955.com). To understand how we treat the information you give us as you use the site, you should read this policy. The privacy and terms of use policies of other sites to which you link through [www.AllHits955.com](http://www.AllHits955.com) will govern your usage on those sites.

### Personal Information

- **Non-Account Activity.** You are free to explore information on AllHits955.com, read stories and print information without opting in.
- **Account-Related Activity.** Certain other activities like participating in contests and submitting information require an individual to opt in. We ask for some personal information when you submit emails for contests and/or information including your email address, which is used to protect your information from unauthorized access. Opting in allows you to access the site's services that require registration.
- **Usage Information.** We may record information about your usage, such as when you use the site, groups, and favorites, the contacts you communicate with and the information you display or click on. If you are opting in, we might associate your information with others in a similar group, contest or information request and/ submission.

### Uses

- If you submit personally identifiable information to us, we may use your personal information to operate, maintain, and provide to you the features and functionality of AllHits955.com, as well as provide special personalized features to you.
- We do not use your email address or other personally identifiable information to send commercial or marketing messages without your consent or except as part of a specific program or feature for which you will have the ability to opt-in. We may however, use your email address without further consent for non-marketing or administrative purposes (such as notifying you of major site changes or for customer service purposes).
- We use both your personally identifiable information and certain non-personally-identifiable information (such as anonymous User usage data, cookies, IP addresses, browser type, clickstream data, etc.) to improve the quality and design of our web sites and to create new features, promotions, functionality, and services by storing, tracking, and analyzing User preferences and trends.
- We may use cookies, clear gifs, and log file information to: (a) store information so that you will not have to re-enter it during your visit or the next time you visit the sites; (b) provide custom, personalized content and information; (c) monitor the effectiveness of our marketing campaigns; (d) monitor aggregate metrics such as total number of visitors, pages viewed, etc.; and (e) track your entries, submissions, and status in promotions, sweepstakes, and contests.

**Your Choices**

- You may, of course, decline to submit personally identifiable information through the sites, in which case you can still view stories, pictures and information posted on the site, and explore the site.
- You may update or correct your personal profile information and email preferences at any time by visiting your account profile page.

**AllHits955.com for Commercial Purposes**

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