



Subscriber Privacy Protection in Bulletin System

PerfTech's Bulletin System encompasses a suite of applications that feature immediate, non-disruptive messaging directly to the browsers of targeted subscribers' PC screens. Some applications perform only messaging, for purposes such as customer service, emergency alerts, or promotions. Some applications perform a specific service, such as detecting spam patterns indicative of virus infections, and incorporate messaging to alert the subscriber of the respective issue. All Bulletin System applications are accomplished through PerfTech's proprietary platform that maintains a strict adherence to subscriber privacy protection.

Bulletin System is specifically designed to ensure subscriber privacy by the following:

- No client software or data is placed on the subscriber's PC.
- Message delivery is done without placing cookies on the subscriber's PC.
- Message delivery is website-independent.
- The browsing subscriber makes a direct connection with the requested destination website.
- A subscriber URL request is examined *only for* format and not for destination information, with one exception described below.*
- Internet-to-subscriber data is not examined, analyzed, or modified in any way.
- Subscriber Internet browsing activity is not tracked or logged.

*** Privacy Protection if the Subscriber Elects to Use Website Filtering**

PerfTech's Website Sentry application, a network-based program offered through the subscriber's Internet Provider, is an option that is selected and managed solely by the participating subscriber. Often used to implement parental controls, Website Sentry permits subscribers to specify categories of website content that they wish to be blocked from any and all devices using their account. Participating subscribers are each provided their own password-protected web page from which content categories are chosen and maintained.

Using Website Sentry, the analyses of web requests are handled entirely beneath an encrypted shield. Bulletin System does not analyze subscribers' website requests but, instead, encrypts them and passes them on to the categorizing engine that makes the comparison within an also encrypted database of more than 20 million websites. The engine returns only the category, which is respectively compared to the subscriber-specified list. If the category is undesirable, a "blocked" message is displayed. Neither successful nor unsuccessful browsing attempts are saved, tracked, or logged.