



local media consortium

Privacy Policy

Last Revised: January, 15 2026

Local Media Consortium (“LMC,” “we,” or “us”) respects your privacy. This Privacy Policy describes the types of information we may collect from you when you visit all LMC-owned websites and domains, including www.localmediaconsortium.com, www.newspassid.com, digitalconnections2026.vfairs.com, and www.brandedcontentproject.com (collectively, the “Services”). This Privacy Policy describes (i) how we use the information we collect, (ii) with whom we share it, (iii) how we protect it, and (iv) the choices we offer you regarding our collection and use of such information. We are constantly working to improve our administrative, technical, and physical safeguards to protect your personal information. If you do not agree with this Privacy Policy, please do not access or use any part of the Services.

1. Information We Collect

Where We Collect It From. We may collect personal information about you, meaning information that can uniquely identify you, from various sources, such as:

- Directly from you when you use the Services, such as when you register for an account or access certain features or content;
- Our service providers, business partners, and other third parties, including through online forms or surveys located on such third parties’ websites.

What We Collect. The personal information we collect about you may include, without limitation:

- Contact information, such as name and email address;
- Demographic information, such as age, gender, race/ethnicity, job information, and postal code; and
- Login information, such as username and password.

Automatic Collection. When you use the Services, we may also collect certain information by automated means, such as cookies. A “cookie” is a text file that websites send to a visitor’s computer or other Internet-connected device to uniquely identify the visitor’s browser or to store information or settings in the browser. LMC collects non-personally identifying information through cookies such as your browser type, language preference, referring site, and the date and time of each visitor request. LMC’s purpose in collecting non-personally identifying information is to better understand how

LMC's visitors use its website. From time to time, LMC may release non-personally identifying information in the aggregate, e.g., by publishing a report on trends in the usage of its website.

LMC also may collect potentially personally identifying information such as Internet Protocol (IP) addresses for logged in users, users completing and submitting website forms, users leaving comments on website posts, or users uploading media files or documents to the website. LMC only discloses logged in user and commenter IP addresses under the same circumstances that it uses and discloses personally identifying information as described in this Privacy Policy.

We may also use third-party analytics tools (such as Google Analytics) that collect information about use of the Services and user traffic. Ads appearing on our website may be delivered to users by advertising partners, who may also set cookies. These cookies allow the ad server to recognize your computer each time they send you an online advertisement to compile information about you or others who use your computer. This information allows ad networks to, among other things, deliver targeted advertisements that they believe will be of most interest to you. This Privacy Policy covers the use of cookies by LMC and does not cover the use of cookies by any advertisers.

2. How We Respond to “Do Not Track” Signals. Your web browser may let you choose your preference as to whether you want to allow the collection of information about your online activities over time and across different websites or online services. We honor the preferences you may have set in your web browser regarding such collection of your information.

3. How We Use the Information We Collect

We may use information we obtain about you to:

- Complete transactions you have requested using the Services;
- Send you information or materials you request;
- Maintain a record of your transactions using the Services;
- Respond to your questions and comments and provide customer support;
- Communicate with you about our products, services, offers, and promotions;
- Operate, evaluate, and improve our business and the products and services we offer;
- Analyze trends and statistics regarding use of the Services and transactions conducted using the Services;
- Protect against and prevent fraud, unauthorized transactions, claims, and other liabilities, and manage risk exposure, including by identifying potential hackers and other unauthorized users;
- Enforce our Terms of Service, this Privacy Policy and other agreements; and
- Comply with applicable legal requirements and industry standards.

Other Uses. We also may use the information we obtain about you in other ways for which we provide specific notice at the time of collection.

4. Disclosure of Information

Who We Disclose To. We may disclose aggregated information about our users, and information that does not identify any individual user, without restriction. We may disclose personal information about you:

- To contractors, service providers, and other third parties we use to support our business and who are bound by contractual obligations to keep personal information confidential and use it only for the purposes for which we disclose it to them;
- To comply with any court order, law, or legal process, including to respond to any government or regulatory request;
- To enforce or apply our Terms of Service, this Privacy Policy and other agreements;
- If we believe disclosure is necessary or appropriate to protect the rights, property, or safety of LMC, users of the Services, or others; and
- With your consent.

We also reserve the right to transfer your personal information to a buyer or other transferee in the event of a merger, divestiture, restructuring, reorganization, dissolution, sale, or other transfer of some or all of our assets, equity or similar transaction. Should such a sale, merger, or transfer occur, we will use reasonable efforts to direct the transferee to use your personal information in a manner that is consistent with our Privacy Policy.

5. Data Security. We have implemented measures intended to protect your personal information from accidental loss and from unauthorized access, use, alteration and disclosure. All information you provide to us is stored on secure servers behind firewalls. Please note that the electronic transmission of information is not completely secure. We cannot guarantee that the security measures we have in place to safeguard personal information will never be defeated or fail, or that such measures will always be sufficient or effective. Any transmission of personal information is at your own risk.

6. Your Choices. We offer you the following choices about the information we collect from you and how we communicate with you:

- **Cookies**

Most browsers will tell you how to stop accepting new cookies, how to be notified when you receive a new cookie, and how to disable existing cookies. Please note, however, that without cookies you may not be able to take full advantage of all of the features of the Services.

- **Promotional Communications**

If you do not want us to use your contact information to promote our products or services, you can opt out by sending us an email stating your request to marketing@localmediaconsortium.com. If you have received a promotional email from us, you can also opt out of receiving future promotional emails from us by following the unsubscribe instructions contained in such email.

- **Web Analytics**

You may opt out of the aggregation and analysis of data collected about you on our website by Google Analytics by visiting <https://tools.google.com/dlpage/>.

7. Accessing and Changing Your Information. You can review and change the personal information associated with your account by sending us an email at marketing@localmediaconsortium.com to request access to, correct, or delete any personal information that you have provided to us. We may not accommodate a request to change information if we believe the change would violate any law or legal requirement or cause the information to be incorrect.

8. Children Under the Age of 13. The Services are not directed to, and we do not knowingly collect or solicit personal information from, children under the age of 13. If we learn we have collected or received personal information from a child under the age of 13, we will delete that information. If you believe we might have any information from or about a child under the age of 13, please contact us at marketing@localmediaconsortium.com

9. Changes to Our Privacy Policy. We reserve the right to update or change this Privacy Policy at any time. If we make a material change to our Privacy Policy, we will provide notice to you (for example, by posting on our website) that our privacy practices have changed and will provide a link to the new policy. In the event we make a material change to how we use your personal information, we will provide you with an opportunity to opt out of such new or different use. The date this Privacy Policy was last revised is at the top of this page. We encourage you to review this Privacy Policy periodically to check for any updates or changes.

10. Data Transfers. We are based in the State of North Carolina in the United States. When we obtain information about you, we may transfer, process, and store such information outside of the country in which you reside, including in the United States. By using the Services, you consent to the transfer to and processing and storage of your information in countries outside of your country of residence, which may have different data protection laws than those in the country where you reside.

11. Contact Us. If you have any questions about this Privacy Policy or our information practices, please call us at 916-207-2974 or email us at marketing@localmediaconsortium.com.