

# WILDERNESS EXPEDITIONS, INC.

## ELECTRONIC MEDIA POLICY

### Description

WE, Inc. communicates with a vast array of audiences in many different formats. Technology increases the opportunities for better communications but introduces a new set of risks related to electronic media. It is important for websites to offer accurate information and provide copyright clarification, and to be updated regularly.

### Procedure

#### 1. Website

a. **Privacy:** WE, Inc. respects the privacy of each visitor to the WE, Inc. website. WE, Inc. may use cookies. Any personal information provided by a visitor will be used solely by WE, Inc. for internal purposes and, where appropriate, to contact individuals directly. Personal information will be shared only with those third-party service providers who perform functions on our behalf, including processing credit card payments, providing customer service, remove repetitive information from customer lists, analyzing data, and providing marketing assistance.

b. **Copyright:** The contents of all materials contained on WE, Inc. website are owned by the organization (unless otherwise indicated) and are protected by U.S. and international copyright laws. All rights are reserved by WE, Inc., and visitors may not copy, reproduce, download, upload, republish, disseminate, post distribute, or transmit by any means the contents of the website, except with the prior express written permission of WE, Inc. Copyright infringement is a violation of U.S. federal law, and violators are subject to criminal and civil penalties.

c. The information contained on WE, Inc. website is provided by the organization for general informational purposes only. None of the information on the website is intended or should be construed to be legal advice or a legal opinion. While every effort has been made to ensure that the information contained on the website is as accurate as possible, omissions and errors may occur. Also, because of the nature of website development, maintenance, and updating, the information contained on the website may not reflect the most current developments. WE, Inc. and its contributing authors expressly disclaim all liability to any person with respect to the consequences of any act or omission committed based upon reliance, in whole or in part, on any of the contents of the website.

d. At certain places on the website, live links to other internet addresses ("third-party sites") can be accessed. Such third-party sites contain information created, published, maintained, or otherwise posted by institutions or organizations independent of WE, Inc. WE, Inc. does not endorse, approve, certify, or control these third-party sites and therefore cannot guarantee the accuracy, completeness, efficacy, timeliness, or correct sequencing of information located at such addresses. The information on WE, Inc. website and third-party sites is provided "as is" and without warranties of any kind, either express or implied. To the fullest extent permissible pursuant to applicable law, WE, Inc. disclaims all warranties of merchantability and fitness for a particular purpose. Use of any information obtained from such third-party sites is voluntary, and reliance upon it should only be undertaken after an independent review of its accuracy, completeness, efficacy, and timeliness. Reference therein to any specific commercial product, process, or service by trade name, trademark, service mark, manufacturer, or otherwise does not constitute or imply endorsement, recommendation, or favoring by WE, Inc.

e. The website, its contents and any links provided in the website are provided on an "as is" basis, and WE, Inc. disclaims all warranties, express or implied, including without limitation the warranties of title, non-infringement, merchantability, and fitness for a particular purpose. Your use of the website is at your own risk, and you assume full responsibility for all costs that arise out of its use. Neither WE, Inc. or any of its officers, directors, partners, employees, affiliates, subsidiaries, agents, representatives, or licensor shall be liable to you or any third party for any compensatory, direct, indirect, incidental, special, exemplary, punitive, or consequential damages, or attorney's fee, arising out of your use of the website or inability to gain access to or use the website or out of any breach of any warranty, even if such parties have been advised of the possibility of such damages or such damages were foreseeable.

#### 2. Email

a. Through participation in WE, Inc., participants are establishing a business relationship with WE, Inc. and authorizing use of the e-mail addresses provided to the organization.

b. WE, Inc. may utilize the e-mail addresses provided by its participants for communication and promotion of WE, Inc. events, meetings, education programs, products, and services, unless specifically instructed otherwise by an individual participant.

c. WE, Inc. shall provide recipients of all mass e-mail communications the opportunity to unsubscribe from e-mail distribution lists.

d. WE, Inc. may provide the e-mail addresses of primary participant contacts to third parties through the WE, Inc. website, unless specifically instructed otherwise by an individual participant.

**3. Phone**

a. Through participation in WE, Inc., participants are establishing a business relationship with WE, Inc. and authorizing use of the phone numbers provided to the organization.

b. WE, Inc. may utilize the numbers provided by its participants for communication and promotion of WE, Inc. events, meetings, education programs, products and services, unless specifically instructed otherwise by an individual participant.

c. WE, Inc. may provide the phone numbers of its participants to third parties through the WE, Inc. website, unless specifically instructed otherwise by an individual participant.

**Opt-Out**

WE, Inc. will provide each participant equal opportunity to opt out of any communication method utilized by WE, Inc. Participants will be notified regarding these policies on an annual basis.