

Effective Date of Privacy Policy: September 19, 2014

Your Privacy: Overview

This privacy policy ("Policy") tells you about the information that Art Blumenthal LLC ("Art Blumenthal LLC" collects from you in connection with your use of www.art-blumenthal.com (the "Site") and how such information is used.

This Policy does not apply to information collected from outside the Sites, such as information disclosed in offline correspondence or through other contacts with Art Blumenthal LLC representatives, unless indicated otherwise. This Policy also does not apply to other entities' websites that are not controlled or operated by Art Blumenthal LLC, even if Art Blumenthal LLC provides links to those websites.

Types of Data We Collect

The only personally identifiable data that Art Blumenthal LLC collects is your name, email address, business name, phone number and business address.

Art Blumenthal LLC also collects business information, where you choose to complete online forms, and/or you submit business information in connection with The Sellability Score or the Aftermarket Specific Sellability Score, which business information may be entered or obtained and associated with your personally identifiable information, such as, but not limited to, your company's revenue and profitability.

Art Blumenthal LLC may also collect certain non-personally identifiable information in connection with the operation of the Sites or as otherwise disclosed herein, including IP address, HTTP request headers, browser or operating system information, publicly available third party data associated with your business, and data on advertisements or links on which you click.

Where you provide Art Blumenthal LLC any personally identifiable information, business information, or other non-personally identifiable information, you are representing and warranting that you have the right and authority to provide such information.

Types of Data We Collect Through Technology

Accessing the Sites may result in the placement of a "cookie" or flash object on your computer by Art Blumenthal LLC. This is done for such purposes as, but not limited to, enabling you to use our Sites, for security purposes, to make your repeated experience more convenient, to maintain your authentication, to produce usage statistics, for debugging purposes, and to compile and analyze user information.

Cookies are small pieces of information that a website sends to your computer's hard drive while you are viewing a website. Art Blumenthal LLC may use both those cookies which expire once you close your browser and those which stay on your computer until you delete them. You have

the ability to accept or decline cookies, by changing your web browser's settings. If you disable your cookies, however, you may not be able to access the Sites.

Art Blumenthal LLC's Use of Data

Personally Identifiable Information

- Art Blumenthal LLC makes a concerted effort to restrict access to your personally identifiable information to those employees and service providers who have a need to know that information to provide survey results, information, products or services to you, and to maintain physical, electronic, and procedural safeguards to guard your personally identifiable information.
- Art Blumenthal LLC reserves the right to disclose your personally identifiable information (i) if required to do so by law or legal process, or otherwise requested by any law enforcement officer or agency acting under the cover of law; (ii) if necessary or appropriate to protect or defend the rights or property of Art Blumenthal LLC; or (iii) if necessary or appropriate to act in urgent circumstances to protect the safety or security of the public or of users of Art Blumenthal LLC's products, services, and/or the Sites.

All Other Data

- Art Blumenthal LLC may also track, compile, and analyze business information and/or non-identifying information; and this analytics information, as well as aggregated usage and other aggregated data, and volume analytics, use and similar statistical information, from and about our users is the property of Art Blumenthal LLC and as such may be used by Art Blumenthal LLC and/or provided to third parties by Art Blumenthal LLC without use of the personally identifiable information.

Security

Unfortunately, no security system or system of transmitting data over the Internet can be guaranteed to be 100% secure. As a result, while we undertake commercially reasonable efforts to protect your personally identifiable information, we cannot guarantee the security of our servers, the means by which information is transmitted between your computer and our servers, or any information provided to us or to any third party through or in connection with the Sites. You provide all such information entirely at your own risk.

Choice and Opt-Out Preferences

You may receive email communications from Art Blumenthal LLC. You will have the ability to unsubscribe from marketing communications by means of a link provided in any such emails that are sent to you by Art Blumenthal LLC. Any email opt-out shall not apply to emails permitted by applicable law, such as messages relating to any transaction you have requested or your relationship with us.

Access to your Information

At your request, where the law requires us to do so, Art Blumenthal LLC will confirm what personal information we have about you, update your information, remove your information, and/or correct any inaccuracies in such personal information. We will make every concerted effort to respond to your request in a timely manner.

Your Acceptance of this Policy and Revisions to this Policy

Art Blumenthal LLC reserves the right to update and revise this Policy at any time. You can determine if this Policy has been revised since your last visit by referring to the "Effective Date of Statement" date at the top of this page. Your use of the Sites constitutes your acceptance of the terms of this Policy as amended or revised by us, and you should therefore review this Policy regularly to ensure that you are aware of its terms.