

Privacy Policy

Effective August 2016:

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1. INTRODUCTION

HarperCollins Publishers L.L.C. (“HarperCollins” or “we”) invites you (a “**Participant**”) to participate in HC BookSmart (the “**Program**”) and wants you to be familiar with how we collect, use and disclose information from and about you. This Privacy Policy describes our practices in connection with information collected through the different services we employ to support the Program. By participating in the Program, you agree to the terms and conditions of this Privacy Policy. A list of our affiliated companies (“HarperCollins Affiliates”) is available at www.newscorp.com.

As set forth in our [Terms of Use](#), the Program is directed to a general audience, not children, and we do not knowingly collect personal information from children under 13 years of age.

This Privacy Policy applies to all Participants in the Program and discloses how we collect and use your personal information (i.e., information that identifies a specific person, such as full name or email address). It also describes generally HarperCollins’s practices for handling non-personal information (for example, interests and demographics).

2. COLLECTION OF INFORMATION

HarperCollins and our service providers collect the following information from and about Participants:

Registration Information is the information you submit to participate in the Program. Registration Information may include, for example, name, email address, gender, postal code and birthday and in some cases, religious affiliation.

Survey Responses are the information you provide in response to our surveys and other requests, which we associate with your Registration Information and other Personal Information collected.

Information from Other Sources. We may supplement the information we collect with information from other sources, such as publicly available information from social media services, commercially available sources and information from our HarperCollins Affiliates or business partners.

3. USE AND DISCLOSURE

We use the information we collect from Participants to help us decide on the types of books to publish in the future, how best to publish and market our current catalog of books and, subject to the Participant's consent, to promote books and events that we believe will interest them. We may share this information with our following affiliates:

- HarperCollins Publishers Limited, The News Building, 1 London Bridge St, London SE1 9GF, United Kingdom;
- HarperCollins Canada Limited, 2 Bloor Street E, Toronto, Ontario Canada M4W 1A8;
- HarperCollins Publishers Australia Pty Limited, Level 13, 201 Elizabeth Street Sydney NSW 2000, Australia;
- Harlequin Enterprises Limited, 225 Duncan Mill Road, Don Mills, Ontario Canada M3B 3K9;
- HarperCollins Christian Publishing, Inc., P.O. Box 141000, Nashville, TN 37214
- The Zondervan Corporation, 3900 Sparks Drive SE, Grand Rapids, MI 49546

HarperCollins may also make your information available to certain third party service providers, such as contractors, agents or platform providers, who help us support and manage the Program. In such cases, we will provide to the third party only the amount of data necessary to provide the service, and the third party will agree to use the data solely for purposes of providing the service to us and to maintain the security and confidentiality of the data.

HarperCollins will periodically send Participants notifications related to the Program. If you want to stop participating in the Program, you can follow the unsubscribe instructions at the bottom of each email.

To protect the rights of HarperCollins and others. There may be instances when HarperCollins may disclose your information, including situations where HarperCollins has a good faith belief that such disclosure is necessary in order to: (i) protect, enforce, or defend the legal rights, privacy, safety, or property of HarperCollins, our HarperCollins Affiliates or their employees, agents and contractors (including enforcement of our agreements and our terms of use); (ii) protect the safety, privacy, and security of users of the Program or members of the public; (iii) protect against fraud or for risk management purposes; (iv) comply with the law or legal process; or (v) respond to requests from public and government authorities, including

those outside your country of residence, in accordance with the laws applicable to such request..

To complete a merger or sale of assets. If HarperCollins sells all or part of its business or makes a sale or transfer of its assets or is otherwise involved in a merger or transfer of all or a material part of its business, HarperCollins may transfer your information to the party or parties involved in the transaction as part of that transaction and the transferee's right to use such information shall continue to be subject to the terms of this policy.

4. SECURITY

HarperCollins uses commercially reasonable administrative, technical, personnel and physical measures to safeguard information in its possession against loss, theft and unauthorized use, disclosure or modification. However, no one can guarantee the complete safety of your information.

5. USER ACCESS AND CONTROL

If you would like to access, review, correct, update, suppress, or otherwise limit our use of your personal information you have previously provided directly to us, you may contact us athcbooksmart@harpercollins.com. In your request, please (i) include your email address, name, address, telephone number, and the Program to which you provided the information and (ii) specify clearly what information you would like to access, change, update, or suppress. We will try to comply with your request as soon as reasonably practicable.

6. OTHER IMPORTANT INFORMATION

Updates to Privacy Policy. HarperCollins may modify this Privacy Policy. Please look at the Effective Date at the top of this Privacy Policy to see when this Privacy Policy was last revised. Any changes to this Privacy Policy will become effective when we post the revised Privacy Policy on the Program website.

Location of Data. Your Personal Information may be stored, transferred to, and processed in any country where we have facilities or in which we engage service providers, and by participating in the Program, you consent to the processing and transfer of information to countries outside of your country of residence, including the United States, which may have different data protection rules than in your country, including, without limitation, its anti-terrorism, data security and cyber-security laws. As a result, please read this Privacy Policy with care.

Data Retention. We will retain your information for the period necessary to fulfill the purposes outlined in this Privacy Policy unless a longer retention period is required or allowed by law.

Remember that even after you cancel your participation in the Program, copies of some information may remain. We may also retain backup information related to your participation on our servers for some time after cancelation for fraud detection or to comply with applicable

law or our internal security policies. It is not always possible to completely remove or delete all of your information due to technical constraints, contractual, financial or legal requirements.

7. CONTACT US

If you have questions about this Privacy Policy, please contact us at: Catherine Makk, VP, Global Insight, HarperCollins Publishers 195 Broadway, New York, NY 10007 or support@insiders.epicreads.com.