



## **Privacy Policy**

The following is a formal description of DVD Station's business focus and data collection process:

### **Privacy Policy Summary**

DVD Station, Inc. is a San Francisco-based retail entertainment company that rents and sells DVD format movies, television shows, and other media properties. DVD Station would like you to read the following policy, regarding your submission of personal information. This policy has the potential to change as DVD Station grows and as the company changes, and as a result, we ask you to check it occasionally for updates. You agree to the following when you sign up to use DVD Station's products and services.

### **Personal Profile**

DVD Station respects your privacy as our customer. Our intent is to gather the minimal amount of personal information required from our customers. In order to run our business as efficiently as possible, however, we do require personal information from you in order to manage your account, and all communication concerning its processing and status. This includes your credit card and email information. You can view and change your account information with DVD Station on your account profile page at anytime to ensure that all data is current.

### **Email Usage**

Your email address may be used so that we can notify you on the availability of titles you have selected which were previously out of stock, as well as to keep you up to date on DVD Station's latest happenings and special endorsements. All new account members are given the option, but are not required, to submit an email address at the time of membership registration. You can subscribe or unsubscribe from news letters and special announcements at any time by adding or deleting your email address from your account profile page. If you would like to receive DVD Station updates and promotional information via communication other than email, you can choose to do so by emailing our customer service department at [customerservice@dvdstation.com](mailto:customerservice@dvdstation.com) or calling DVD Station, using a touch tone phone, at 1-888-DVD-4255.

### **Credit Card Security**

When you order with DVD Station, we use SSL (secure socket layers) to ensure the confidentiality of your credit card and transaction information for your safety. By encrypting the data, your personal information cannot be comprehended during its transfer from DVD Station kiosks to the account processing department.

### **Disclosure**

Data about individual customers, including their personal information and personal transaction habits, is confidential to DVD Station and its direct subsidiaries and is not redistributed to outside parties. DVD Station aggregates its transaction data and may make available, in summary form, such information which help institutions, the media, investors, marketers, entertainment producers such as Hollywood studios, and other interested parties to analyze and better understand this market data in order to make decisions about the nature, content, and distribution of retail entertainment media.

DVD Station requires full employee and business affiliate compliance with the Video Privacy Protection Act of 1988.

Photocopying or electronic distribution of this information without prior written consent is strictly prohibited. Obtain prior permission for using DVD Station information by contacting:

DVD Station -  
Attn: Marketing Department  
[marketing@dvdstation.com](mailto:marketing@dvdstation.com) or 415-243-4380, ext. 214.

Please site as your subject: Request for Redistribution of DVD Station Information.