

PRIVACY POLICY STATEMENT

Effective as of July 2009

American Sportfishing Association and the Fish America Foundation (referred to herein as "ASA" or "we") have developed this policy statement to assist end users of the www.asafishing.orgTM, www.fishamerica.orgTM, www.keepamericafishing.orgTM, and www.icastfishing.orgTM Web sites ("you" or "user") in understanding why ASA collects particular personally identifiable information and how ASA will help protect your personal privacy within its Web site (the "Privacy Policy"). The following information summarizes the personally identifiable information gathering and use practices for ASA's United States Web sites located at the URLs, asafishing.org, fishamerica.org, keepamericafishing.org, and icastfishing.org (collectively, the "Site"). Personally identifiable information ("PII") includes information that can be linked to a specific individual, such as a name, address, phone number, or e-mail address.

ASA reserves the right to change this Privacy Policy at any time. If ASA makes changes to this Privacy Policy, ASA will post those changes at this location and provide notice of any material changes so that you are aware of what information we collect, how we use it, and under what circumstances, if any, we disclose it. Please review this Privacy Policy on a periodic basis.

What Information Does ASA Collect?

PLEASE NOTE: THE TYPE OF DATA COLLECTED BY ASA WILL VARY WITH YOUR USE OF THE SITE AND THAT MOST DATA SUBMISSION IS VOLUNTARY. Below, we provide specific examples of the types of PII ASA may collect through the Site.

Contact Information: ASA may request or require contact information, such as your name, address, phone number, facsimile number, and e-mail address.

Demographic Information: ASA may collect demographic and general profile data (e.g., educational, professional, and geographic information).

Transactional Information: ASA may maintain a database of aggregated information about the transactions on the Site (e.g., tool or feature (and related database) utilization, registration information, and article, conference, activity, or content selection data).

Financial Information. ASA may use credit card account information.

Technical Information: ASA may also collect Internet Protocol (IP) addresses from all users of our Site as well as the date and time of access and the Web page(s) accessed. ASA may also catalog your log-in information and the type of computer, browser, or operating system used by the user.

How Does ASA Use that Information?

To improve the quality of the information and services ASA offers to you and to otherwise operate the Site and provide certain of its features, tools, and functionality, ASA collects various PII (as described above) from different parts of its Site. ASA gathers most information during the registration processes it utilizes to allow for the submission of donations and to enable use of its online tools and certain other information, directories, courses, and/or services. But, ASA may request or collect PII at other times, including, but not limited to, when you report a problem with our Site, when you complete survey forms, when you sign up for program, event, volunteer, or support opportunities through the Site, and when you request to receive communications from ASA.

The Site offers two different levels of access and service: (1) publicly available information areas and (2) registered user areas where an individual can access particular features, applications, courses, and tools (the "Registered User Section(s)"). Most of the Site is informational in nature and publicly

available to all users. Consequently, until you register, make a donation, participate in surveys, sign up for a program or event, or receive information from ASA, you are able to browse the Site without providing any PII, although your browser may tell us what type of computer and operating system you are using as well as other kinds of technical information.

When you provide PII to ASA, you share that information only with ASA, unless it is specifically stated otherwise or you are using a service or completing a transaction involving third party products, applications, and/or services. In such instances, information sharing will be necessary to enable the transaction to take place.

Below, is more detail on how ASA uses your PII.

Contact Information: ASA may use your contact information in connection with registration for its volunteer and support opportunities, the submission of donations, the provision of its services and content, and to enable you to participate in the Site's activities, applications, and offerings. ASA may also use your contact information to facilitate registration with a program or event, advertise its services and the goods and services of third parties, to create a personalized experience for you, to provide you with news and information, to contact you regarding a survey, and to get in touch with you when necessary with respect to transactions conducted through the Site, material changes in our Site's policies and agreements, new services ASA may offer, or otherwise. In addition, we may supplement the PII collected from you with information from other sources, such as from our affiliates or business partners, in order to enhance our ability to provide or advertise our services and/or the services of others and otherwise tailor this Site. We also share your contact information with our affiliates and business partners, as is necessary to provide our services and to allow for the on-line registration for events, the on-line submission of donations, for advertising purposes, for market analysis, and for internal business purposes. But, except for sharing arrangements with ASA's affiliates and business partners, we do not share your contact information with other types of third parties for any other purpose, except to a court or governmental agency if required by law.

Demographic Information: ASA may use demographic information for administrative, management, and monitoring purposes in order to continue to improve the Site and the quality of ASA's on-line services. In addition, ASA may share, license, and/or sell survey results and aggregated demographic data collected through the Site with its affiliates, business partners, the general public, the news media, and with the U.S. Government and state governments, not only as may be required by law, but also for advertising purposes, for release to third parties, and to participate in government programs and initiatives. But, such information will not identify any particular user.

Transactional Information: ASA may share, license, and/or sell transactional data on an aggregated basis, which will not identify any particular user, with advertisers or other third parties, including our business partners, for business purposes.

Financial Information. ASA may use credit card information to process payments for products or services on the Site or to facilitate donations of money or other forms of contributed services or value.

Technical Information: ASA may use technical information, such as your IP address or browser type, to help diagnose problems with our servers, analyze Site usage trends, track user movements on the Site, and to otherwise manage and monitor our Site.

Business Transactions: In the event that ASA goes through a business transaction, such as a merger or acquisition by another entity involving the sale of all or a portion of its assets, please note that the PII collected and retained by ASA may be among the assets transferred. In the event a transaction of this kind occurs that results in the transfer of PII, ASA will notify you via e-mail and/or

place a prominent notice on the Site for 30 days of any such change in ownership or control and the possible changes to this Privacy Policy.

Legal Action. ASA may disclose PII when legally required to do so in accordance with government requests or regulations or legal proceedings. We may also disclose PII to protect against misuse or unauthorized use of the Site or as is otherwise required to limit legal liability, protect or defend our rights, property, or interests, or protect the safety, rights, or property of our users.

What About the Use of Cookies?

ASA may use cookies and/or other programming techniques, such as Web bugs, to enhance and/or monitor your experience while using our Site. Cookies and other related techniques are generally pieces of information, which ASA uses for record-keeping purposes, which the Site transfers to us and/or your computer's Web-browser for storage on your computer's hard drive. Cookies and other related techniques enable ASA to manage and/or customize your experience on the Site. Cookies and other related techniques also make Web-surfing easier by automatically performing certain functions such as saving your personal preferences and by ensuring that you don't see the same advertisement repeatedly. ASA, however, will not use cookies to record passwords or credit card or other financial information. Moreover, you can delete any cookies residing on your hard drive by following the instructions for your Web browser.

Many consider the use of cookies to be an industry standard. Consequently, your Web browser is likely set to accept cookies. If you would prefer not to receive cookies, however, you can alter the configuration of your browser to refuse cookies. If you choose to have your browser refuse cookies, you should understand that it is possible that some areas of our Site will not function properly when you view them.

What About External or Third Party Web Sites?

To the extent hyperlinks or gateways (whether through banner advertisements or otherwise) are utilized to access external or third party sites, you should be aware that these external or third party sites may collect PII and are not controlled by ASA and therefore, are not subject to this Privacy Policy. ASA suggests that you check the privacy policies of these sites to determine how the proprietors of these third party sites will utilize your PII.

What About Security?

As is appropriate for the nature of PII collected and stored by ASA, this Site has industry standard security measures or safeguards in place to protect against the loss, misuse, and alteration of the information under ASA's control. Although ASA has endeavored to create a secure and reliable Site, the confidentiality of any communication or material transmitted via the Internet cannot be guaranteed. Accordingly, you should consider carefully if you want to submit sensitive information via the Internet. ASA urges you to take every precaution to protect your PII when on-line.

What About "Opting-Out" of Data Collection and Use?

The collection, use, and distribution of your PII is necessary for ASA to provide certain features, applications, and services and to operate the Site. For example, all users who register for the Registered User Section(s), submit donations on-line, and/or seek to receive information or newsletters from ASA will need to agree to ASA's use and collection of PII. But, most of ASA's other programs are completely voluntary and as you are otherwise permitted to browse through and access the non-restricted areas of the Site, you can decide on your own if you wish to provide your PII or opt-out of doing so. For example, if ASA conducts a survey, you do not have to participate unless you agree to do so.

ASA also provides you with the opportunity to opt-out of certain ASA business practices where your PII may be used. For example, users may opt-out of including the PII they provide to ASA in connection with the following activities: (i) inclusion in user mailings, (ii) e-mail communications sent by ASA, (iii) facsimile communications sent by ASA, and (iv) future donation programs. Thus, to a large extent, you can control the information you provide or share with ASA and/or its business partners.

What About Correcting, Deleting, or Updating Information?

At any time, you may contact ASA to correct, modify, or delete the information you provide to ASA through this Site. Moreover, when you cease to use ASA's services or no longer wish to be included in ASA database, you may contact ASA to request to have your information removed from our database. In the event that ASA receives such a request or change, ASA may require you to confirm or verify any change to your record. Please note, however, that the collection and use of certain PII is necessary to provide certain products and services through the Site and the deletion of such necessary information, e.g., an e-mail address, may render a particular service or ASA's ability to provide it inoperable.

What About Children?

ASA cares about the safety of children on its Site and encourages parents and guardians to monitor their children's use of the Internet. Although the Site is suitable for a general audience, this Site is intended for use only by users who are over 18 years of age. Accordingly, ASA does not knowingly solicit PII from children or send them requests for personal information.

What About Any Other Questions?

If you have any questions about this Privacy Policy, the information collection and dissemination practices of this Site, or ASA's use of your PII, you can contact ASA.