

Privacy Policy

Protecting your private information is our priority. This Statement of Privacy applies to www.magicbroadcastingpc.com and Magic Broadcasting (including Island 106, 97x, NewsTalk@101, and Wild Willie 100.1 and governs data collection and usage. For the purposes of this Privacy Policy, unless otherwise noted, all references to Magic Broadcasting (including Island 106, 97x, NewsTalk@101, and Wild Willie 100.1 include www.magicbroadcastingpc.com, Magic, Island 106 and island106.com. The Magic website is a Radio Station Online Site site. By using the Magic website, you consent to the data practices described in this statement.

Collection of your Personal Information

In order to better provide you with products and services offered on our Site, Magic may collect personally identifiable information, such as your:

- First and Last Name
- Mailing Address
- E-mail Address
- Phone Number

Magic may also collect anonymous demographic information, which is not unique to you, such as your:

- Age
- Gender
- Station listening habits and preferences

Please keep in mind that if you directly disclose personally identifiable information or personally sensitive data through Magic's public message boards, this information may be collected and used by others.

We do not collect any personal information about you unless you voluntarily provide it to us. However, you may be required to provide certain personal information to us when you elect to use certain products or services available on the Site. These may include: (a) registering for an account on our Site; (b) entering a sweepstakes or contest sponsored by us or one of our partners; (c) signing up for special offers from selected third parties; (d) sending us an email message; (e) submitting your credit card or other payment information when ordering and purchasing products and services on our Site. To wit, we will use your information for, but not limited to, communicating with you in relation to services and/or products you have requested from us. We also may gather additional personal or non-personal information in the future.

Use of your Personal Information

Magic collects and uses your personal information to operate its website(s) and deliver the services you have requested.

Magic may also use your personally identifiable information to inform you of other products or services available from Magic and its affiliates.

Sharing Information with Third Parties

Magic does not sell, rent or lease its customer lists to third parties.

Magic may, from time to time, contact you on behalf of external business partners about a particular offering that may be of interest to you. In those cases, your unique personally identifiable information (e-mail, name, address, telephone number) is not transferred to the third party. Magic may share data with trusted partners to help perform statistical analysis, send you email or postal mail, provide customer support, or arrange for deliveries. All such third parties are prohibited from using your personal information except to provide these services to Magic, and they are required to maintain the confidentiality of your information.

Magic may disclose your personal information, without notice, if required to do so by law or in the good faith belief that such action is necessary to: (a) conform to the edicts of the law or comply with legal process served on Magic or the site; (b) protect and defend the rights or property of Magic; and/or (c) act under exigent circumstances to protect the personal safety of users of Magic, or the public.

Automatically Collected Information

Information about your computer hardware and software may be automatically collected by Magic. This information can include: your IP address, browser type, domain names, access times and referring website addresses. This information is used for the operation of the service, to maintain quality of the service, and to provide general statistics regarding use of the Magic website.

Links

This website contains links to other sites. Please be aware that we are not responsible for the content or privacy practices of such other sites. We encourage our users to be aware when they leave our site and to read the privacy statements of any other site that collects personally identifiable information.

Children Under Thirteen

Magic does not knowingly collect personally identifiable information from children under the age of thirteen. If you are under the age of thirteen, you must ask your parent or guardian for permission to use this website.

Disconnecting your Magic Account from Third Party Websites

You will be able to connect your Magic account to third party accounts. BY CONNECTING YOUR MAGIC ACCOUNT TO YOUR THIRD PARTY ACCOUNT, YOU ACKNOWLEDGE AND AGREE THAT YOU ARE CONSENTING TO THE CONTINUOUS RELEASE OF INFORMATION ABOUT YOU TO OTHERS (IN ACCORDANCE WITH YOUR PRIVACY SETTINGS ON THOSE THIRD PARTY SITES). IF YOU DO NOT WANT INFORMATION ABOUT YOU, INCLUDING PERSONALLY IDENTIFYING INFORMATION, TO BE SHARED IN THIS MANNER, DO NOT USE THIS FEATURE. You may disconnect your

account from a third party account at any time. Listeners to Magic Broadcasting can disconnect their accounts from Vipology.com (known as Island Insider, Wild Willies Emporium, and 97X's Champagne Room) by visiting PROFILE on the top left drop down menu under their picture. Users may also contact us via telephone.

E-mail Communications

From time to time, Magic may contact you via email for the purpose of providing announcements, promotional offers, alerts, confirmations, surveys, and/or other general communication. In order to improve our Services, we may receive a notification when you open an email from Magic or click on a link therein.

If you would like to stop receiving marketing or promotional communications via email from Magic, you may opt out of such communications by Customers may unsubscribe from emails by "replying STOP" or "clicking on the UNSUBSCRIBE button..

External Data Storage Sites

We may store your data on servers provided by third party hosting vendors with whom we have contracted.

Changes to this Statement

Magic reserves the right to change this Privacy Policy from time to time. We will notify you about significant changes in the way we treat personal information by sending a notice to the primary email address specified in your account, by placing a prominent notice on our site, and/or by updating any privacy information on this page. Your continued use of the Site and/or Services available through this Site after such modifications will constitute your: (a) acknowledgment of the modified Privacy Policy; and (b) agreement to abide and be bound by that Policy.

Contact Information

Magic welcomes your questions or comments regarding this Statement of Privacy. If you believe that Magic has not adhered to this Statement, please contact Magic at:

Magic Broadcasting (including Island 106, 97x, NewsTalk@101, and Wild Willie 100.1
7106 Laird Street
Panama City Beach, Florida 32408

Email Address:
frontdesk@magicfl.com

Telephone number:
850-230-5855

Effective as of March 08, 2018