

# Privacy Policy & Terms of Use

## Privacy Policy

Kansas City Star, KansasCity.com and StarAdvantageKC.com ("The Star") has a firm commitment to privacy. We take your privacy concerns seriously and want to make every effort to address them. That is why we have adopted the following policy, which explains our position on information-gathering and disclosure.

### Your Personal Information

From time to time, we will ask for information that personally identifies you, as in our user surveys, contests, entries for movie passes or other promotions. We use this information to operate Kansas City Star's services, provide you with the highest quality services and offer you opportunities we think will be of interest.

We will not disclose any personal information without your advance permission except when we believe the law requires us to do so or the disclosure is necessary to protect the rights or property of Kansas City Star.

In order to describe our services to prospective partners, advertisers and others, we may disclose user information but only in a form that does not identify individual users. For example, we might disclose that a certain percentage of our users are male or within a certain age range.

Occasionally, we may disclose personal information in other circumstances, but we will only do this if we have explained at the time we collect the information the purpose for which it will be disclosed. For example, an advertiser will receive an email confirmation that specific goods and/or services have been purchased on StarAdvantageKC.com that identifies the purchaser by name only. This security feature protects the purchaser and the advertiser from fraudulent use.

### E-Commerce

StarAdvantageKC.com hosts a number of online advertisers that sell a variety of goods and services. The Star may collect information from you, in an SSL session, your name, credit card number and other contact information for the sole purpose of executing the transaction with our online e-commerce provider. If you would like to know more about the information collected when you participate in e-commerce on or through this site, please contact the site manager. You can review our Return and Refund policy here. [\[insert link\]](#).

### Cookies

A "cookie" is a small data text file that is placed in your browser and allows The Star to recognize you each time you visit this site. Cookies themselves do not contain any personal information, and The Star does not use cookies to collect personal information. Instead, they allow us to see which parts of our site you have used so that we can better serve you when you return to our site. Cookies may be used to provide you with information and special opportunities tailored to your interests.

### Direct Mailings and "Opting Out"

We may send you information about various products and services. If you don't want to receive this information, you can "opt out" by sending us an email to the [webmanager](#). and requesting that you not receive any of these offers.

## Remember The Risks Whenever You Use The Internet

You should know that when you voluntarily disclose personal information on the Kansas City Star system (for example, in forums), that information can be collected and used by others and may result in unsolicited messages from other people. While we do our best to protect your personal information, we cannot guarantee the security of any information that you transmit to Kansas City Star and you are solely responsible for maintaining the secrecy of any passwords or other account information. In addition, our partners and other Internet sites or services that may be accessible through [paper name] have separate data and privacy practices independent of us, and therefore we disclaim any responsibility or liability for their policies or actions. Please contact those vendors and others directly if you have any questions about their privacy policies.

## Submissions

By posting or submitting any content to be used on StarAdvantageKC.com, including photos, logos, products and services, you are representing that you are the owner of the material, or are making your posting or submission with the express consent of the owner of the material. You also automatically grant The Star and its subsidiaries a nonexclusive, royalty-free, worldwide, perpetual, sublicensable (through multiple tiers), license to use, modify, copy, distribute, transmit, publicly display, publicly perform, publish, adapt, create derivative works of, distribute, transfer or sell any such content, for any purpose, including commercial purposes, without any payment to you, in any type of media or in any form now known or later developed. In addition, you automatically waive and give up any claim that any use of such content violates any of your rights, including privacy rights, publicity rights, moral rights or any other right, including the right to approve the way The Star uses such content.

## Tell Us How We're Doing

If you have any questions or comments about our policies, please contact us by sending an email to the [webmanager](#).