SHOUT Facebook Application Privacy Policy (effective June 28th, 2012)

The Chyron SHOUT Facebook Application (the "App") only collects personally identifiable information from users of the Facebook pages of entities using SHOUT software ("you" or "yours"), and solely to operate the App as described in the "Information SHOUT Uses" section below.

The SHOUT Facebook Application is for use **only** by licensed end users that have installed the Chyron Corporation ("Chyron") SHOUT software and is subject to Chyron's End User License Agreement [link], Privacy Policy [link] and Terms of Use [link].   This SHOUT Application Privacy Policy is designed to show you what information is collected in connection with the use of the App on the social network operated by Facebook, and how we use and share that information.   Your use of Facebook in general, and that of your users, and your (and their) relationship with Facebook are subject to your privacy policy, Facebook's Privacy Policy and Facebook's other terms and conditions.   Chyron does not control and is not responsible for Facebook's processing of your information, and Chyron is not responsible for the processing of the information of the users of your own Facebook page.

Information SHOUT Uses

The App enables broadcasters to monitor, select and route Facebook conversations on their Facebook page (the "SHOUT end user's Facebook page") to broadcast graphics systems for on-air playback.   In order to facilitate this functionality, SHOUT will collect the credentials of an authorized user of the SHOUT end user's Facebook page in order to enable access to the SHOUT end user's Facebook page to process the ongoing Facebook conversations.   While the App is being used, the App will process personal information and content provided by those participants in the current Facebook conversation and allow a producer to monitor the conversation, select Facebook posts and route those posts to the SHOUT end user's broadcast graphics system for on-air playback.   The App does not collect any personal information of any Facebook user other than the credentials of the SHOUT end user.

Posts that you are currently using (i.e., shown on the main SHOUT user interface) will be temporarily stored in an .xml file. You may also store posts that are currently being broadcasted in a .txt file.   These files may be stored locally on your computer running the App, or on a network/remote computer, and not within the App itself or on a Chyron server.   All posts and files are removed from the App as you delete them from the SHOUT user interface. The storage location will depend on your workflow and posts are not stored by Chyron within the App.   The App also allows you to log posts being streamed to a playout device, if logging is enabled on your playout device. The logs are stored locally on the computer running the App and/or the playout device and not within the App.   Neither Chyron nor the App itself retains any posts or log information relating to users of your Facebook page.

Information Sharing

Chyron does not share any Facebook user information processed through the App except to provide the SHOUT service to the SHOUT end user.   No Facebook user information is provided

to any third parties for use in marketing products and services.   We do not control, and are not responsible for the use of Facebook user information or content by the SHOUT end user on the SHOUT end user's Facebook page or in on-air broadcasts.   We also do not control, and are not responsible for the use of Facebook's own use of content and information it collects.

Contact

If you have any questions about the App, please contact us at support@chyron.com. Questions or comments submitted through Wall posts will not be addressed.