

FALLS MEDIA LLC PRIVACY POLICY

Effective Date: August 2026

Last Updated: August 2026

Falls Media LLC ("Falls Media," "Company," "we," "us," or "our") respects the privacy of visitors to its websites and online services.

This Privacy Policy describes the types of information we may collect through our websites, including:

- **1009kwfb.com**
- **bigcountry975.com**

and any other Falls Media website or online service that links to this Privacy Policy (collectively, the "Sites").

This policy explains how we collect, use, disclose, and protect information and describes choices that may be available to you regarding your personal information.

1. Information We May Collect

Depending upon how you use our Sites, we may collect the following types of information.

Information You Provide to Us

You may voluntarily provide information to us when you:

- Contact the station through a website form or email;
- Enter a contest, promotion, or giveaway;
- Register for a newsletter, listener club, or other station service;
- Submit a request, comment, question, or other communication;
- Participate in a survey or promotion; or
- Otherwise communicate with Falls Media.

Information you provide may include your name, email address, telephone number, mailing address, age or date of birth when relevant to a promotion, and other information you voluntarily submit.

We ask that you not provide sensitive personal information unless it is reasonably necessary for the particular service or transaction.

Information Collected Automatically

When you visit our Sites, certain information may be collected automatically by our web servers or service providers. This may include:

- Internet Protocol (“IP”) address;
- Browser type and version;
- Device type and operating system;
- Pages visited;
- Date and time of visits;
- Referring website or page;
- Approximate geographic information derived from an IP address;
- Time spent on particular pages;
- Website interactions; and
- Other technical or usage information.

This information may be collected through cookies, server logs, analytics tools, pixels, or similar technologies.

2. Cookies and Similar Technologies

Our Sites may use cookies and similar technologies to operate the Sites, remember preferences, understand how visitors use our Sites, improve performance, measure audiences, and support other legitimate business purposes.

Some cookies may be placed by third-party service providers whose technology is incorporated into our Sites.

Most web browsers allow users to block, restrict, or delete cookies through browser settings. Disabling certain cookies may affect the availability or operation of portions of our Sites.

Where applicable law requires additional choices regarding particular types of cookies or tracking technologies, we will provide those choices as required.

3. How We Use Information

Falls Media may use information collected through the Sites to:

- Operate, maintain, and improve our websites;
- Respond to questions, comments, and requests;
- Administer contests, promotions, and giveaways;
- Provide requested station information or services;
- Communicate with listeners, advertisers, customers, and website visitors;
- Send newsletters or promotional communications when appropriate;
- Analyze website traffic and audience usage;
- Maintain website and network security;
- Detect or prevent fraud, misuse, or technical problems;
- Comply with legal and regulatory requirements; and
- Conduct other legitimate business activities related to the operation of our radio stations and websites.

We may also use aggregated or de-identified information for statistical, analytical, programming, advertising, or business purposes where that information cannot reasonably be associated with an identifiable individual.

4. Email and Promotional Communications

Providing an email address to Falls Media does not automatically mean that you have agreed to receive every type of marketing communication from us.

We may send communications that you have requested, communications related to a contest, promotion, transaction, or inquiry, and other communications permitted by law.

If you receive promotional email from Falls Media, you may request that such communications stop by following the unsubscribe instructions included in the communication or by contacting us.

Requests to stop promotional communications will not prevent us from sending non-promotional communications when reasonably necessary, such as communications concerning a contest entry, request, transaction, or legal matter.

5. Contests, Promotions, and Giveaways

Falls Media stations may occasionally conduct contests, sweepstakes, giveaways, or other promotions.

Information submitted in connection with a promotion may be used to administer the promotion, determine eligibility, contact participants or winners, deliver prizes, satisfy legal or regulatory requirements, and publicize winners when permitted by the applicable contest rules and law.

Additional terms and conditions contained in the official rules for a particular contest or promotion may also apply.

6. Online Streaming and Third-Party Media Services

Our Sites may provide access to live or recorded audio streams, video, podcasts, social-media content, or other media supplied through third-party platforms or service providers.

When you use these features, the third-party provider may receive information such as your IP address, device information, browser information, listening or viewing activity, and other technical data.

Those third parties may process information according to their own privacy policies and practices. Falls Media does not control the privacy practices of independent third parties.

7. Third-Party Services

Falls Media may use third parties to provide services such as:

- Website hosting and maintenance;
- Streaming and audio delivery;
- Website analytics;
- Email distribution;
- Contest administration;
- Advertising and audience measurement;
- Social-media integration;
- Technical support; and
- Other services necessary to operate our business and Sites.

These service providers may receive information reasonably necessary to perform services on our behalf.

We may also disclose information when required by law, legal process, court order, governmental request, or when reasonably necessary to protect the rights, property, security, or safety of Falls Media, our users, or others.

We may transfer information in connection with a merger, acquisition, sale, reorganization, financing, or transfer of all or part of our business or assets.

8. Sale of Personal Information

Falls Media does not sell personal information for money as part of its ordinary business operations.

Certain privacy laws define the terms “sale,” “targeted advertising,” or “sharing” more broadly than an ordinary monetary sale. To the extent Falls Media engages in activity falling within one of those definitions and applicable law provides an opt-out right, we will honor applicable legal requirements.

9. Your Privacy Rights

Depending upon where you live and the laws that apply to Falls Media, you may have certain rights regarding your personal information.

These rights may include the right to:

- Confirm whether we process personal information about you;
- Request access to personal information we maintain about you;
- Correct inaccuracies in personal information;
- Request deletion of certain personal information;
- Obtain a copy of certain personal information you previously provided;
- Opt out of certain uses of personal information, when applicable; and
- Appeal certain decisions concerning a privacy request where required by law.

Not every right applies in every circumstance, and exemptions may apply under federal or state law.

To submit a privacy-related request, contact us at:

dan@fallsmediagroup.com

We may need to verify your identity before completing certain requests. We will respond to valid requests as required by applicable law.

We will not unlawfully discriminate against an individual for exercising an applicable privacy right.

10. Children's Privacy

Our Sites are intended for a general audience and are not directed to children under the age of 13.

Falls Media does not knowingly collect personal information online from children under 13 in circumstances requiring parental consent under applicable law.

Children under 13 should not submit personal information through our Sites without the involvement and permission of a parent or legal guardian.

If we learn that we have collected personal information from a child under 13 in violation of applicable law, we will take reasonable steps to delete the information.

11. Data Retention

We retain personal information only for as long as reasonably necessary for the purposes for which it was collected, for legitimate business purposes, or as required by applicable law.

Retention periods may vary depending upon the nature of the information, the purpose for which it was collected, contractual requirements, recordkeeping obligations, legal requirements, and legitimate business needs.

When personal information is no longer reasonably necessary, we may delete it, anonymize it, or securely dispose of it as appropriate.

12. Data Security

Falls Media uses reasonable administrative, technical, and physical safeguards appropriate to the nature of the information we maintain.

However, no website, computer network, electronic communication, or method of electronic storage can be guaranteed to be completely secure.

Accordingly, while we take reasonable measures to protect personal information, we cannot guarantee absolute security.

13. Links to Other Websites

Our Sites may contain links to websites, social-media services, advertising platforms, or other online services operated by third parties.

Falls Media is not responsible for the content, security, or privacy practices of websites or services that we do not control.

We encourage users to review the privacy policies of third-party websites and services they visit.

14. Changes to This Privacy Policy

Falls Media may update this Privacy Policy periodically to reflect changes in our websites, technology, business practices, or legal requirements.

When we make changes, we will update the “Last Updated” date shown at the beginning of this policy.

Material changes may also be communicated through an appropriate notice on the applicable Site or by other reasonable means when required by law.

Use of our Sites following an update will be subject to the Privacy Policy then in effect.

15. Contact Us

Questions, concerns, or requests relating to this Privacy Policy or Falls Media's privacy practices may be directed to:

Falls Media LLC

Email: dan@fallsmediagroup.com

Please include enough information for us to understand and respond to your request.