

## **PRIVACY POLICY**

We understand that the privacy and security of your personal and account information is important to you, and we follow confidentiality standards that are designed to protect your personal information. The following information details how we use and protect your personal information. Please read this Privacy Policy carefully.

**Notice of Changes.** ISE reserves the right to change or update this Privacy Policy for use of the Website at any time. Accordingly, if such changes are made, we will disclose those changes on the Website so that users are aware of our policies concerning information collection, use, and disclosure. Any changes or updates will be effective immediately upon posting to the Website.

**Information Collection.** Users can visit the Website anonymously without providing any personal information. There are cases where users may be asked for personal information. For example, online surveys are occasionally conducted to better understand the needs and profiles of our Website users. Our online surveys typically ask users for demographic and profile information such as zip code, age, and income level. In addition, personal information is requested if you voluntarily register to receive additional information about ISE or if you want to purchase a product directly from the Website. Our voluntary Website registration form requests user personal information such as name, mailing address and/or e-mail address. Registered Users have certain "opt-out" choices which are described in the choice/opt out section below.

**Sharing.** We do not sell customer (current or former) information to third-parties. Any information shared by us is done so to fulfill our legal and regulatory requirements or to provide you with the products and services you have requested. We require all third-parties with whom we share your information to agree to keep it confidential.

We share selected information under certain conditions: (1) we share information as part of normal business operations and as part of normal custodial, legal and or regulatory purposes required by our service partners, the Internal Revenue Service, the Securities and Exchange Commission, and other regulatory and government entities; (2) we may share information with affiliates; (3) we may share limited demographic information with third-parties who keep that information confidential to assist us with business and marketing analysis; (4) we may share "opt-out" e-mail addresses with third-parties who send communications to their own lists on our behalf in order that they may suppress the opt-out addresses; or (5) we may retain a service to contact opt-in customers on our behalf to perform satisfaction analysis.

Additionally, from time-to-time we may invite you to participate in offers and share your contact information with third-party education or research organizations. Although we don't share information with other third-party offer providers, we may send select third-party offers to our customers we feel would be beneficial. We may also purchase or receive and use lists of non-customers but we will not redistribute such lists.

**Security.** ISE shall exercise reasonable precautions to safeguard and secure all information provided by users in connection with accessing this Website. The Website has security measures in place that help to protect against the loss, misuse and alteration of the information under our control. Although we take proper measures to safeguard against unauthorized disclosures of information and because such information

can be accessed through the Internet, no assurances can be provided to users that personally identifiable information that we collect will never be disclosed in a manner that is inconsistent with this Privacy Policy.

**Cookies.** A cookie is a piece of data stored on your computer. Usage of a cookie is not linked to any personal information while on our Website. Cookies are used for many reasons, we may use cookies as a part of the functioning of our Website, and in the event that you refuse to accept cookies, functioning may be impaired. We also use cookies, and we may employ software to assist us track a visitor's progress in order to improve our website and your experience.

**Logged Files.** The Website logs IP addresses and browser types for administration purposes. Such logs will be reviewed in order to improve the materials and content available on the Website.

**Policies for Children.** ISE does not knowingly collect or use any personal information from users under 13 years of age. No information should be submitted to this Website by guests under 13 years of age.

**Links to Third Party Websites and Framing.** For the user's convenience, the Website provides links to other external websites. The listing of a link by ISE should not be construed as a sponsorship, endorsement or approval of such websites, their content, or as an indication of the value of any claims, recommendations or other information contained therein. It is strongly advised that a qualified investment professional be consulted prior to engaging in any transactions. Users should be aware that the ISE has no control over any linked website and is not responsible for the contents or privacy practices of any linked website or any link on a linked website. ISE urges our users to be aware when they exit the Website and to carefully read the privacy policy of each website that collects user identifiable information. The Privacy Policy is applicable only to information collected by the Website.

ISE prohibits the framing of any materials available through its Website, caching, or unauthorized hypertext links to the Website. ISE reserves the right to disconnect or otherwise disable any unauthorized frames or hypertext links.

**Choice/Opt-Out.** The Website provides registered users the opportunity to opt-out of receiving communications from us at the point where we request information about the user. If you opt in, ISE may (1) share the information with those organizations with which ISE has a direct or indirect business relationship; (2) use the information for its own internal purposes, or (3) contact you for market-related research.

If you choose to update or delete personal information previously provided, ISE will endeavor to correct, update or remove the personal information from our database. You can do this by contacting us at the contact points specified below.

If you prefer not to receive traditional mail or other off-line promotions from ISE or from organizations with which ISE has a direct or indirect business relationship, please e-mail [marketing@iseoptions.com](mailto:marketing@iseoptions.com). Please include your full name and mailing address.

To remove yourself from any ISE e-mail lists, please e-mail [marketing@iseoptions.com](mailto:marketing@iseoptions.com) or visit <http://www.iseoptions.com> and click E-mail Alerts from your personalized home page. Please note: if you are not already signed in to your ISE service, you will need to

do so using your user name and password. To unsubscribe by postal mail, please write to the Marketing Department, 60 Broad Street, NY, NY 10004. If you have any questions, please e-mail [marketing@iseoptions.com](mailto:marketing@iseoptions.com).

**Special Cases.** ISE reserves the right to disclose user information in special cases, when we have reason to believe that disclosing this information is necessary to identify, contact, or bring legal action against someone who may be causing injury or interference with (either intentionally or unintentionally) our rights or property, other Website users, or anyone else that could be harmed by such activities. We may also disclose personal information without notice to you in response to a subpoena, or when requested from a United States government regulatory body or law enforcement agency, when we believe in good faith that the law requires it or to respond to any emergency situation.

**Contact Information**

International Securities Exchange Holdings, Inc.  
Attention: Marketing Department  
60 Broad Street  
New York, NY 10004