

Alliance Business Lending Privacy Policy

Last Updated: March, 2012

Privacy Policy

The following Privacy Policy is applicable to all business and personal information collected by Alliance Business Lending, LLC (“**we**” or “**us**”).

Collection and Use of Personal Information You Provide to Us

We may collect and use business and personal information when you voluntarily provide it to us, which includes, without limitation, when you ask us to contact you or you fill out and submit our pre-screening application, a loan application, personal financial statement or other document. We may collect information such as: your name, email address, tax identification number, financial information and phone number.

We will use your information for our own internal business purposes, which includes, without limitation, providing services to you, evaluating your financial position or to market our products and services to you. In connection with these purposes, we may share your business and personal information with a variety of third-parties, including, without limitation, third parties that provide services and financing to us.

We also may share your personal information with third parties to enforce our rights, to protect our property or to protect the public. If we sell or transfer all or a portion of our business assets or merge with another company, we may share your personal information with the other company. We may share your personal information with third parties pursuant to a bankruptcy proceeding. Finally, we may share your personal information when it is otherwise permitted or required by law, including, but not limited to, responding to a court order or based on our good faith belief that disclosure is necessary to conform to, or comply with the law.

Information We May Collect About You Online

We may use a variety of technologies to collect and store information about your use of our Website or your receipt of the emails we send to you. We may collect information such as your IP address, your location, information about the browser you are using, or other general information about your activities while visiting the Website or opening up emails we send to you. We may use browser “cookies” and other means to collect and store such information. We may associate information we collect about you online with your personal information.

We collect and use such information to improve and personalize your experience while visiting our Website, and for other business purposes described in the section above entitled “Collection and Use of Personal Information You Provide Directly to Us.”

Changes to this Privacy Policy

We reserve the right to revise this Privacy Policy. Please check the Privacy Policy periodically for revisions, which will apply on a going-forward basis.

Questions or Comments

If you have any questions or comments regarding this Website or this Privacy Policy, please do not hesitate to email or call us at: Alliance Business Lending, LLC, 1095 Nimitzview Drive, Suite 400, Cincinnati, OH 45230. Phone number: 513/429-5511 Fax number: 513/429-5510.
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