

**Website Name:** imdb.com

**a. Does the site follow an opt-in or opt-out policy (or is the policy not stated clearly in the privacy statement)?**

Yes, the website does follow an opt-in or opt-out policy. People using imdb.com have the option to either accept or reject the website's cookies. If someone chooses to reject the cookies, then they will not be able to leave reviews, create a watch list, or participate in any other activities on that site that require an account.

**b. Does the privacy statement include a specific provision or provisions regarding the collection of information from children?**

Yes, the website's privacy statement does include a specific provision regarding children. It states that imdb.com is not intended for children to use, and that a person under the age of thirteen is not allowed to create an account for the website or submit personal information about themselves to imdb.com.

**c. Does the privacy statement describe what happens to the collected personal information if the company goes out of business or is sold to another company? (List these provisions, if any.)**

Yes, the website's privacy statement does have a section that discusses business transfers. It states that all user information that is collected will be shared with business partners and the parent company (Amazon). In the case of selling, user information is one of the assets sold, but the user's information will remain protected by the promises made under the IMDB privacy policy.

**d. Close your report with one paragraph in which you evaluate the overall clarity of the privacy statement.**

The privacy statement for imdb.com was very clear and easy to understand. It provides the date it was last updated, as well as the most recent version before it was updated so you can see any changes that have been made. It uses headings and subheadings to section off the information, with the headings being detailed enough that you can find specific information fast while scanning the privacy policy. They are very clear about what information is collected, as well as who will have access to that information and how they will use it.

**URL to Policy Statement:** [https://www.imdb.com/privacy?ref\\_=ft\\_pvc](https://www.imdb.com/privacy?ref_=ft_pvc)