

DirectMail.io Privacy Policy

May 2017

Information Collected

- DirectMail.io collects pertinent information when registering a customer.
- DirectMail.io uses common Internet technologies, such as cookies and Web beacons, to keep track of interactions with the Company's websites and emails.
- When you use the DirectMail.io platform or services, DirectMail.io collects and stores basic customer information. This information includes, but is not limited to, name, address, phone number, mobile number, birth date, and gender.
- When you use the DirectMail.io Platform, specifically the DirectMail.io landing pages/microsites, DirectMail.io collects and stores customer response information.
- When you use the DirectMail.io Platform, specifically the Viral Peer Sharing module, DirectMail.io collects and stores customer share tracking data.
- When you use the DirectMail.io Platform, specifically the Activation Module via IVR, DirectMail.io collects and stores customer response information.
- DirectMail.io may collect statistics about the behavior of visitors to the DirectMail.io Platform and its landing pages.

Use of Information

- DirectMail.io uses information that it collects to provide customers with the services they request and pay for.
- DirectMail.io may use information that it collects to improve the DirectMail.io platform and services, and to develop additional services and site features.
- DirectMail.io may use information that it collects to administer contest, promotions, surveys, or other site features.
- DirectMail.io may use information that it collects to send out offers, promotions, direct response marketing campaigns, email offers or campaigns and other types of marketing directives.

Customer List and Data

- Customers of DirectMail.io use DirectMail.io's services to host direct response marketing microsites/landing pages tied to customer's campaigns ("the Platform"). During use of the Platform, you may provide DirectMail.io with your or your client's customer lists and data ("customer List and & Data"). In the process of delivering the DirectMail.io services, Customer List & Data furnished to DirectMail.io is being stored and used to provide you with such services and reporting.
- DirectMail.io will not review, share, distribute, or reference any such Customer List & Data provided by you to the company except as provided in the Master Services Agreement between you and DirectMail.io, if any, and/or DirectMail.io's Terms of Service, or as otherwise may be required by law. DirectMail.io will access Individual records of Customer List and Data only for the purpose of resolving a problem, providing support, or to the extent there is a suspected violation of such Master Services Agreement, if any, and/or DirectMail.io's Terms of Service, or as otherwise may be required by law.

- Both DirectMail.io and You retain the rights to the response data derived from a one time use rented list or purchased list that is uploaded into the DirectMail.io portal..

Links to Third Party Sites

- This Privacy Policy only applies to information collected by DirectMail.io. This Privacy Policy does not apply to the practices of companies that DirectMail.io does not own or control, or employees or other person that DirectMail.io does not manage. DirectMail.io's website contains links to third party websites. Any information you provide to, or that is collected by, third party sites may be subject to the privacy policies of those sites, if any. We encourage you to reach such privacy policies of any third-party sites you visit. It is the sole responsibility of such third party sites to adhere to any applicable restrictions on the disclosure of your personally identifying information, and DirectMail.io and its affiliates shall not be liable for wrongful use or disclosure of your personally-identifying information by any third party.

Online Privacy Policy

- DirectMail.io privacy policy applies only to information collected through our microsite and does not apply to information collected offline.

Communication Preferences

- All marketing email & SMS text distributed by you must contain instructions on how to opt out of receiving further marketing emails from your company or your client's company.

Terms of Service

- Please also visit our Terms of Service section on our website, which can be found at www.directmail.io/legal.

Your Consent

- By using the DirectMail.io Platform, you consent to our Privacy Policy

Security Statement

- DirectMail.io utilizes some of the most advanced technology of Internet security available today. When you access our site using industry standard Security Socket Layer (SSL) technology, your information is protected using both server authentication and data encryption, ensuring that your data is safe, secure, and available only to registered users in your organization. Your data will be completely inaccessible to your competitors.
- DirectMail.io provides each user in your organization with a unique username and password that must be entered each time such user logs on. Users are only granted fine grained permissions to the data they require and will be logged out after a period of activity.
- DirectMail.io issues a session "cookie" only to record encrypted authentication information for the duration of a specific sessions. The session "cookie" does not include either the username or password of the user. DirectMail.io does not use "cookies" to store other confidential user and session information, but instead implements more advanced security methods based on dynamic data and encoded sessions IDs. Access to confidential customer data is strictly controlled on a per-user and per-campaign basis. All access to this data is logged and auditable.

- DirectMail.io is hosted in a secure server environment that uses a firewall and other advanced technology to prevent interference or access from outside intruders. Physical access to the data center is strictly controlled by a professional security staff utilizing video surveillance, state of the art intrusion detection systems, and other electronic means.
- Any attempts to circumvent security measures are logged reported to authorities.

Reporting Potential Security Vulnerability:

- Privately share details of the suspected vulnerability with DirectMail.io by sending an email to security@directmail.io
- Provide full details of the suspected vulnerability, so the DirectMail.io security team may validate and reproduce the issue.

Privacy Policy Changes

- Although most changes are likely to be minor, DirectMail.io may, in its sole discretion change its Privacy Policy from time to time. In all cases, use of information we collect now is subject to the Privacy Policy in effect at the time such information is collected.

How to Contact Us

Questions regarding DirectMail.io Privacy Statement or information practices should be sent to [security@ DirectMail.io](mailto:security@DirectMail.io)