

# PRIVACY STATEMENT

This privacy statement discloses the privacy practices for **COMPANY NAME** and **COMPANY URL HERE**. We do not send unsolicited email (Spam). Our company (**INSERT DESCRIPTION ABOUT WHAT YOUR COMPANY DOES OR PROVIDES AND ITS POLICY FOR OBTAINING THE PERMISSION OF YOUR RECIPIENTS**)

## Information Collection and Use

**INSERT INFORMATION ON WHAT INFORMATION YOUR WEBSITE COLLECTS AND HOW YOU USE IT (REPLACE THE SAMPLE BELOW WITH INFORMATION ON HOW YOUR WEBSITE FUNCTIONS)**

*COMPANY NAME is the sole owner of the information collected on this site. We do not sell, share, or rent this information to others in ways different from what is disclosed in this statement without your express permission or unless ordered by a court of law.*

## Registration

**INSERT ANY REQUIRED REGISTRATION INFO TO ACCESS OR USE YOUR WEBSITE (REPLACE THE SAMPLE BELOW WITH INFORMATION ON HOW YOUR WEBSITE FUNCTIONS)**

*No registration is required to view the COMPANY'S website, its features, or the demo of its services. However, in order to use the service to create and transmit email marketing campaigns, registration is mandatory. Client details collected during registration include contact and company information, billing information, and acceptance of our Terms, Privacy and Anti-Spam Policies.*

## Sharing

**INSERT INFORMATION ON HOW YOU SHARE THE INFORMATION YOU OBTAIN (REPLACE THE SAMPLE BELOW WITH INFORMATION ON HOW YOUR WEBSITE FUNCTIONS)**

*We do not share personally identifiable information about our clients or the performance of their email marketing campaigns with 3rd parties. We do not share or rent our clients' email address lists, which remain the client's exclusive and confidential property.*

## Unsubscribe/Opt-out

All recipients of email transmitted are given the opportunity to unsubscribe (opt-out) at any time by clicking on a link at the bottom of the email. Recipients may also click on a link at the bottom of the email to view **COMPANY'S** Privacy Policy.

## Cookies

**INSERT INFORMATION ON HOW YOUR WEBSITE UTILIZES COOKIES (REPLACE THE SAMPLE BELOW WITH YOUR COMPANY'S INFORMATION)**

*COMPANY uses cookies for the sole purpose of tailoring web content to match the user's browser capability. The cookies do not store personal information. A cookie is a piece of data stored on the user's hard drive containing information about the user. Usage of a cookie is in no way linked to any personally-identifiable information while on our site. Once the user closes their browser, the cookie simply terminates.*

## HTML and Link Detectors

**COMPANY** embeds HTML and link detectors in all email transmissions to help gauge the effectiveness of our email campaigns. The detectors track recipients' capability of receiving HTML messages and the number of HTML messages opened. The detectors also track the links that recipients click on within the email. The detectors do not collect any other information.

## **Log Files**

INSERT INFORMATION ON HOW YOUR WEBSITE UTILIZES LOG FILES (REPLACE THE SAMPLE BELOW WITH YOUR COMPANY'S INFORMATION)

*We use IP addresses to analyze trends, administer the site, track user's movement, and gather broad demographic information for aggregate use. IP addresses are not linked to personally identifiable information.*

## **Online Security**

INSERT INFORMATION ON HOW YOUR WEBSITE APPROACHES ONLINE SECURITY (REPLACE THE SAMPLE BELOW WITH YOUR COMPANY'S INFORMATION)

*Online security is enhanced by our use of firewalls protecting all of COMPANY'S servers. The physical servers that we store personally identifiable information on are kept in a secure facility that only authorized network administrators have access to. This facility provides security 24 hours a day, 365 days a year and protects our servers against power outages by using automated backup power systems.*

## **Offline Security**

INSERT INFORMATION ON HOW YOUR WEBSITE APPROACHES ONLINE SECURITY (REPLACE THE SAMPLE BELOW WITH YOUR COMPANY'S INFORMATION)

*Client information and data is stored in a secure facility within the COMPANY'S offices. Only COMPANY'S employees who need the information to perform a specific job are granted access to personally identifiable information. All employees are trained on our security and privacy practices.*

## **Client Communication**

INSERT INFORMATION ON HOW YOUR WEBSITE APPROACHES CLIENT OR CUSTOMER COMMUNICATION (REPLACE THE SAMPLE BELOW WITH YOUR COMPANY'S INFORMATION)

*Clients will receive administrative emails that are related to the operational management of their account, such as monthly statements and electronic invoices. When setting up a new account, clients have the option to also receive training and promotional information specifically regarding the service. COMPANY does not allow 3<sup>rd</sup> parties to advertise or otherwise correspond with Clients. From time-to-time, we may request information from clients via surveys. Participation in these surveys is completely voluntary. Information requested may include contact and demographic information, as well as opinions about the service. Survey information will be used for purposes of monitoring or improving the use and satisfaction of the service. Clients can edit their communication preferences using the online administration tool.*

## **Changes to Privacy Policy**

Changes to COMPANY's privacy policy will be posted on the COMPANY website. Changes will automatically be in effect 30 days after they are initially posted. COMPANY will send an email to all clients advising them of any changes and their effective date. (IF YOU PLAN ON DOING THIS)

## **Contact Us**

If you have any questions about this Privacy Statement or about COMPANY NAME, please contact us directly at: phone (ENTER NUMBER) or email (ENTER EMAIL ADDRESS)