



# marketingeast

## PERSONAL DATA PRIVACY POLICY

This Privacy Policy governs the manner in which Marketing East collects, uses, and maintains information collected from users (each, a “User”) of the [www.marketingeast.com](http://www.marketingeast.com) website (“Site”). Marketing East respects your privacy and that of all users of its Site. Marketing East does not sell or rent any information collected via its website to any third-parties and it does not intend to do so in the future.

### **1.0 Personal Identification Information**

Marketing East may collect personal identification information from Users in a variety of ways; including the completion of a form, response to a survey, or other activity, service, feature or resource Marketing East has made available to you on its Site. Users may be asked for their name, email address, mailing address, phone number, or other information as needed to fulfill a requested service. Users can always refuse to supply personal identification information; however, that refusal may prevent you from engaging in certain Site related activities.

### **2.0 Non-Personal Identification Information**

Marketing East may collect non-personal identification information about Users whenever they interact with our Site. Non-personal identification information may include the browser name, the type of computer used, technical information related to Users’ connection and other similar information.

### **3.0 Web Browser Cookies**

Marketing East may use “cookies” to enhance the User experience. A cookie is a text file that is placed on a User’s computer by the web server and helps recall your use of the [www.marketingeast.com](http://www.marketingeast.com) website. Cookies are uniquely generated and assigned to you. Users may choose to set their web browser to refuse cookies, or to alert them when cookies are being sent. If you refuse the cookies, then some parts of the Site may not function properly.

### **4.0 How Marketing East Uses the Collected Information**

Marketing East may collect and use Users personal information for the following purposes:

- To Improve customer service: information Users provide helps Marketing East respond to customer service requests and support customer needs more efficiently.
- To Improve Marketing East’s website: Marketing East may use feedback Users provide to improve Marketing East’s services and the web experience.



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- **To Process Payments:** We may use the information Users provide about themselves when placing an order to service that order. We do not share this information with outside parties except to the extent necessary to provide the requested service.
- **To Send Periodic Emails:** We may use the email address you provide to send information and updates pertaining to Users requests. The email address may also be used to respond to their inquiries, questions, and/or other requests. Users may also receive emails that include company news or updates related product or service information, etc. If at any time, a User would like to unsubscribe from receiving future emails, Marketing East includes detailed unsubscribe instructions at the bottom of each email.

### **5.0 How We Protect Your Information**

Marketing East maintains appropriate data collection, storage and processing practices and security measures to protect against unauthorized access, alteration, disclosure, or destruction of your personal information stored on our Site.

Sensitive and private data exchanged between the Site and the Users happens over an SSL secured communication channel, and is encrypted and protected with digital signatures.

### **6.0 Sharing Your Personal Information**

Marketing East does not sell, trade, or rent Users' personal identification information to others. We may use third party service providers to help us operate our business and the Site or administer activities on our behalf, such as sending out surveys. We may share your information with these third parties for those limited purposes provided you have given us your permission.

### **7.0 Updating, Correcting or Deleting Personal Information**

If you would like to have your personal information updated, corrected or removed from Marketing East's records, please send an email with "Update/Correct or Remove Personal Information" in the subject line to [sales@marketingeast.com](mailto:sales@marketingeast.com).

### **8.0 Opting Out of Email**

You may opt-out of receiving marketing emails from Marketing East at any time. Marketing East markets some of its service via email. Every email sent from Marketing East will include appropriate unsubscribe instructions.



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### **9.0 Third Party Websites**

Users may find content on our Site that links to sites and services of our partners, suppliers, or other third parties. We do not control the content or links that appear on these sites and are not responsible for the practices employed by websites linked to or from our Site. In addition, these sites or services, including their content and links, may be constantly changing. These sites and services may have their own privacy policies and customer service policies. Browsing and interaction on any other website, including websites which have a link to our Site, is subject to that website's own terms and policies.

### **10.0 Legally Compelled Disclosure of Information**

Marketing East may disclose Users personal information if legally compelled to do so or for the protection of Marketing East's legal rights.

### **11.0 Changes to This Privacy Policy**

Marketing East has the discretion to update this privacy policy at any time. In the event of an update, the publication date at the bottom of this page will also be updated. We encourage Users to review this Policy frequently in order to stay informed regarding the manner in which Marketing East is protecting the personal information collected.

### **12.0 Your Acceptance of These Terms**

By using this Site, you signify your acceptance of this policy. If you do not agree to this policy, please do not use our Site. Your continued use of the Site following the posting of changes to this policy will be deemed to constitute your acknowledgement and acceptance of those changes. Additionally, you hereby acknowledge and agree that it is your responsibility to review this privacy policy periodically and become aware of modifications.

### **13.0 Contacting Us**

If you have any questions about this Privacy Policy, the practices of this Site, or your dealings with this Site, please contact us at:

Marketing East  
171 N. Main Street  
Middleton, MA 01949  
sales@marketingeast.com