

## **SALES LEAD MULTIPLIER INC.**

### **PRIVACY POLICY**

**LAST UPDATED: July 31, 2016**

PLEASE NOTE THAT THIS PRIVACY POLICY APPLIES ONLY TO OUR ONLINE COLLECTION AND USE OF INFORMATION AND DOES NOT APPLY TO ANY INFORMATION THAT YOU MAY PROVIDE TO US BY OTHER MEANS, SUCH AS VIA MAIL OR TELEPHONE.

If you receive mailings from us and prefer not to receive these mailings, or if you have questions or wish to send us comments about this online Privacy Policy, please contact us by email or regular mail at the addresses below:

ONLINE: [manager@salesleadmultiplier.com](mailto:manager@salesleadmultiplier.com)

BY MAIL: Sales Lead Multiplier, Inc., PO Box 620049 Newton Lower Falls, MA 02462

#### **1. TYPES OF INFORMATION WE COLLECT**

##### **1.1. Types of Information Covered by this Privacy Policy**

The information we gather through our Website and Application, and which is covered by this Privacy Policy, falls into the following categories: (1) information you supply when you register; (2) a log of the websites that you visit to gather information; (3) a log of the features that you use and errors generated within the Application to improve their performance; and (4), if you opt to provide, long lasting access to your CRM and/or Email accounts, to facilitate the transfer of information from the Website/Application to your CRM and/or Email accounts, which we record and retain, but which access to your CRM and Email you can de-authorize at any time. We do not collect or retain information from within your CRM or email accounts.

##### **1.2. Registration Information**

To use certain features on our Website, we ask you to register. When you register, we collect personally identifying information about you, including your name, email address, user name, and password. We may also ask for some optional information. But you're free to register without providing this optional information if you prefer. In addition, at various other points on our Website, we may ask you for personally identifying information, including when you: complete a survey or report a problem with our Website. We use this information to tailor our Website to your interests and to make it more useful to you, and to help improve our Website generally.

##### **1.3. Tracking Information**

To help us serve your needs better, we keep a log of the other websites you go to, and on which you use our Application. But we do not store the information that you obtain. Our Website collects information

through a variety of technical methods, including cookies and Web beacons. A cookie is a text file stored on a user's hard drive that a website sends to your computer while you are viewing that website. It contains no Personally Identifiable Information. Web beacons are small pieces of data that are embedded in images on the pages of websites. Cookies, web beacons, and other technical methods may involve the transmission of information either directly to us or to another party authorized by us to collect information on our behalf. Cookies are not used to retrieve any Personally Identifiable Information from the user's computer.

#### 1.4. Tracking Information (IP Address)

We may also collect information through technology about your access time and your computer configuration, including the type of browser software you use, the operating system that you're running, the resolution of your computer monitor and your Internet Protocol ("IP") address. Your IP address is a number that is used by computers connected to the Internet to identify your computer so that data (such as the web pages you request) can be sent to you. Your IP address does not tell us who you are. Like the IP address, none of the other information described in this paragraph identifies you personally. We collect this information for purposes of aggregated reporting on website activity that we, and our advertisers if any, may use. For example, we may want to know how long the average user spends on our Website, which pages or features get the most attention, and the like. The aggregated information helps to understand our audience and confirm the value of advertising on our Website.

## 2. How Personally Identifiable Information is Used and Shared

SALES LEAD MULTIPLIER INC. may use your Personally Identifiable Information in many ways as set out below. Your Personally Identifiable Information is kept on a secure server to protect it from outside parties. We may share a limited portion of this information, your email address, only to verify your order with us. Or, we may use your Personally Identifiable Information to generate aggregated statistical information. But such aggregated information will not include your credit card number, expiration date, or any other Personally Identifiable Information. We describe our uses of your information below. You may "opt out" of certain uses of your Personally Identifiable Information, as described in Section 4 below.

### 3.1 Promotional Uses

SALES LEAD MULTIPLIER INC. may use your Personally Identifiable Information to send you promotional materials about goods and services (including special offers and promotions) offered by us ("Promotional Uses"). These promotional materials may be sent to you by postal mail, e-mail or other means. You may opt out of receiving these communications as provided in Section 4 below.

Please keep in mind, however, that when you purchase or request products or services (or information about products or services) from our Website, promotional materials about goods and services offered by us may accompany delivery of the product, service or information that you have requested. Because these promotional materials accompany products, services, or information that you have requested, your opt-outs for our Website under Section 4 below will not apply to any of these types of Promotional Uses.

### 3.2 Operational Uses

SALES LEAD MULTIPLIER INC. may also use your Personally Identifiable Information for purposes other than sending you promotional materials. We refer to all of these types of uses of your Personally Identifiable information that do not involve the sending of promotional materials as "Operational Uses." For example, we may use your information to complete transactions requested by you (such as your purchase of a product or service offered on our Website), or to send you administrative communications either about your account with us or about features of our Website or products ordered by you.

Sometimes SALES LEAD MULTIPLIER INC. works with other companies who facilitate transactions with you and help either gather your information or communicate with you, such as a company that helps to provide customer service. Your opt-out choices under Section 4 below will not apply to sharing by SALES LEAD MULTIPLIER INC. of your Personally Identifiable Information with others for Operational Uses. Nonetheless, except as separately permitted by other provisions of this Privacy Policy, these companies are allowed to gather, receive, and use your information only for the purposes described in this paragraph or to facilitate compliance with laws.

As another example of Operational Uses, we may share your Personally Identifiable Information with a SALES LEAD MULTIPLIER INC. telephone service center or third-party telephone service centers contracted by us, so that the service center operators are able to respond immediately to your questions or requests when you call, rather than asking you to provide your information a second time. Because these uses of your Personally Identifiable Information do not involve sending you promotional materials and may be necessary to fulfill your account with us, your opt-outs under Section 4 below will not apply to any of these Operational Uses.

### 3.3 Non-Personally Identifiable Information

SALES LEAD MULTIPLIER INC. may take your Personally Identifiable Information and make it non-personally identifiable, either by combining it with information about other individuals (aggregating your information with information about other individuals), or by removing characteristics that make the information personally identifiable to you (de-personalizing your information). SALES LEAD MULTIPLIER INC. may aggregate or de-personalize your Personally Identifiable Information. We use non-personally identifiable information in aggregate form to build higher quality, more useful services by performing statistical analyses of the collective characteristics and behavior of our visitors, and by measuring demographics and interests regarding specific areas of the Website. We may provide statistical information based on this de-personalized data to advertisers, affiliates, clients, and other current and potential business partners.

### 3.4 Purchase or Sale of Businesses

In the event that we purchase a business, the Personally Identifiable Information received with that business would be treated in accordance with this Privacy Policy, if it is practicable and permissible to do so. In the event that we sell all, or substantially all, of our business, we will include provisions in the selling contract requiring the purchaser to treat your Personally Identifiable Information in the same manner required by this Privacy Policy (including any amendments to this Privacy Policy). In light of this

protection, your opt-out choices under Section 4 will not affect our right to transfer your information to a purchaser in these circumstances.

### 3.5 Disclosures to Comply With Laws and Disclosures to Help Protect the Security and Safety of Our Website and Others

Regardless of any opt-out choices that you make under Section 4, SALES LEAD MULTIPLIER INC. will disclose Personally Identifiable Information when it believes in good faith that such disclosures (a) facilitate compliance with laws, including, for example, compliance with a court order or subpoena, or (b) will help to enforce our [Terms of Use](#); enforce promotions; protect your safety or security, including the safety and security of property that belongs to you; and/or, protect the safety and security of our Website, SALES LEAD MULTIPLIER INC., and/or third parties, including the safety and security of property that belongs to SALES LEAD MULTIPLIER INC.

## 4. What Choices You Have About the Collection, and Use of Your Personally Identifiable Information

You may choose to have your Personally Identifiable Information not used by us in the manners described above. There are several methods by which you can exercise your opt-out choices: (a) during the registration process on our Website; (b) after registration, by logging on our Website, and going to customer service (sometimes called "My Account" or "Preferences"), and following the opt-out directions; (c) within an e-mail, following a link to opt-out; and (d) as described below in Section 6. Each of these opt-out choices is subject to the exceptions described further below.

If you do not exercise your opt-out choices upon registration or initial log-in at our Website, it may take up to ninety (90) days for your opt-out choices to be fully effective. Our systems require time to update, and promotional mailings using your Personally Identifiable Information shared before your opt-out may already be in process. Finally, please keep in mind that, if you have not consistently used the same postal and email addresses on our Website, or if you have used a general change of address process (such as the change of address process offered by the U.S. Post Office) after providing address information on our Website, systems maintained by Us may have varying contact information for you. Accordingly, it may not always be possible to match your new opt-out choices with your Personally Identifiable Information that you previously have provided.

## 5. Security Measures Taken to Safeguard Your Personally Identifiable Information

The Personally Identifiable Information we collect is stored within a database that we control. We use standard, industry-wide procedures such as firewalls and SSL (Secure Sockets Layer) encryption to protect your information. However, as effective as encryption technology is, no security system is impenetrable. Please be aware though that, despite our best efforts, no security measures are perfect or impenetrable and no software or server is 100% secure. Therefore, we cannot guarantee the security of our database, nor can we guarantee that information you supply won't be intercepted while being transmitted to us over the Internet. From time to time, we review our security procedures in order to consider appropriate new technology and methods.

## **6. How to Correct or Update Your Contact Information and Opt-Out Choices**

You can access and update the contact information you gave us during registration (that is, your postal address, e-mail address, or any other information that would directly enable us to contact you), or modify your opt-out choices, by changing your preferences. You will need to visit the My Account or Preferences center on our Website to change your preferences, or you may use the form at [manager@salesleadmultiplier.com](mailto:manager@salesleadmultiplier.com) to request assistance. When you log in, there are instructions to help you recover your password if you've forgotten it. Finally, you may unsubscribe from certain e-mail communications by clicking on unsubscribe links in those e-mails.

In some cases, your account may expire or be terminated under our [Terms of Use](#). If so, you may contact Us at the address in Section 9 below to update your information and opt-out choices (to the extent that we retain them).

## **7. Amendments to this Privacy Policy**

We may amend this Privacy Policy at any time. If we amend this Privacy Policy to permit material changes in the way we collect, use, and/or share your Personally Identifiable Information, we will post notice of such amendment on the Web sites covered by this Privacy Policy and any such amendment will be effective thirty (30) calendar days later. Please note that, at all times, you are responsible for updating your Personally Identifiable Information to provide us your current e-mail address. In the event that the last e-mail address that you have provided us is not valid, or for any other reason is not capable of delivering to you the notice described above, our dispatch of the e-mail containing such notice will nonetheless constitute effective notice of the amendment described in the notice. In any event, an amendment to this Privacy Policy may permit material changes in the way we use and share Personally Identifiable Information that you provided us prior to our notification to you of such amendment. If you do not wish to allow such material changes, you must so notify us (in the manner we specify) prior to the effective date of the amendment. If you provide us this notice, we may choose to deactivate your account. Please be advised, however, that, regardless of whether you provide such notice to us, any such amendment to this Privacy Policy will apply to any Personally Identifiable Information that you provide us on or after the effective date of such amendment.

## **8. Children Under the Age of 13 Unauthorized to Visit Our Website**

We care about protecting the privacy of children. We won't knowingly allow anyone under 13 to provide us any Personally Identifiable Information. Children should always get permission from their parents before sending any information about themselves (such as their names, email addresses, and phone numbers) over the Internet, to us or to anyone else. We encourage you to become involved in your children's online experience, and to share your interest in our sites with your young ones. If you're under 13, please do not register with any of our Sites or provide us with any Personally Identifiable Information (such as your name, your email address or your phone number).

## **9. HOW TO CONTACT US**

For matters relating to your subscription, our Website, or Applications, you may contact us at the addresses below:

ONLINE: [manager@salesleadmultiplier.com](mailto:manager@salesleadmultiplier.com)

BY MAIL: Sales Lead Multiplier, Inc., PO Box 620049 Newton Lower Falls, MA 02462

END OF PRIVACY POLICY