

## **Brandsend Marketing's Privacy Statement**

Brandsend Marketing, Inc. understands the importance of preserving the privacy and security of our clients and their customers. We are thus providing this Privacy Statement for our clients and their customers to explicitly outline what information we collect, how this information is used, and how we protect this information.

### **Collection and use of information**

#### *Registering to receive emails*

To receive emails sent from Brandsend Marketing on behalf of our customers an individual must opt-in in one of the following ways:

1. Complete a signup form in a participating store.
2. Complete a signup form at an event.
3. Leave information in a specified collection device, which clearly states that you will be added to the client's email list.
4. Register online through the client's website.

During the registration process you must provide particular information, such as first name, zip code, or email address. Our client will then pass this information to us, and we will use it to contact you with newsletters, offers, updates, special promotions, or other information pertaining to our clients which you have expressed interest in receiving by registering for our client's email list. In addition to these communications, we may send unsubscribe confirmations.

Any demographic information we may request, such as zip code or gender, is completely optional. By collecting this information we are able to provide a more personalized experience, but the information is not required for participation in our client's programs.

Brandsend Marketing complies with the Children's Online Privacy Protection Act, and thus all persons under the age of thirteen are required to obtain parental consent in order to join any of our client's lists. The entirety of our privacy policy applies to children under thirteen years of age.

#### *Customer information use*

We are strictly a permission-based email marketing company, and as such your email address will only be used to send email you have requested. Brandsend Marketing will never send unsolicited or bulk offers or advertisements, nor will it rent, sell, loan, or trade our client's list to anyone.

All our emails contain information on how to unsubscribe from our client's list. You are not obligated to remain on our client's list, and as such you may choose to leave at any time for any reason. If you believe you have received any unsolicited email from us

please contact us at [privacy@brandsendmarketing.com](mailto:privacy@brandsendmarketing.com). If you have any other questions please contact us at this address as well.

### **Sharing and disclosure of information**

Brandsend Marketing will not share your information with anyone but the client you have requested information from. Any demographic information we collect from you is not shared with our client, but we will provide reports and statistics at the aggregate level as well as information about your preferences. Brandsend Marketing manages our client's lists during the term of our agreement even though our client owns the list. Our clients agree that during our term of agreement it will not rent or sell its list to any third party.

In the event that Brandsend Marketing is combined with another organization and still provides service to you, it may disclose your information to the other organization. This organization will be bound by the entirety of this privacy policy.

### *Legal Disclaimer*

Brandsend Marketing reserves the right to disclose your personally identifiable information as required by law and when we believe that disclosure is necessary to (a) protect our rights and/or to comply with a judicial proceeding, court order, or other legal process served on our company; (b) protect and defend Brandsend Marketing's rights or property or the users of our services, and (c) act under exigent circumstances to protect the personal safety of users of our services or the public.

### **Unsubscribing from our messages**

All our messages include instructions on how to unsubscribe from our mailings. If you would prefer to not receive further communications you may follow these instructions at any time or email us at [privacy@brandsendmarketing.com](mailto:privacy@brandsendmarketing.com). Please provide your email address and the name client you signed up with. You can also unsubscribe by mail by sending the required information to 5150 Candlewood St. Suite 22b, Lakewood, CA 90712 with attention to "Privacy Department." To unsubscribe by phone, please call 1 800 575 8508.

### **Access to your information**

If for any reason you would like to change or delete your information at any time you may do so by emailing [privacy@brandsendmarketing.com](mailto:privacy@brandsendmarketing.com) and providing the necessary information for your request. You may also do so by phone at 1 800 575 8508.

### **Links to other websites**

Brandsend Marketing is not responsible for the content or privacy practices of websites which may be linked to in our messages. Because we do not own or operate these

websites we cannot ensure the same standards, and thus you view these other websites at your own risk.

### **The security of your data**

Brandsend Marketing takes the security of your information very seriously. We use firewalls to help prevent third parties from accessing our databases and we restrict physical access to a limited number of authorized employees.

### **Contact Us**

If you have questions or concerns about this privacy policy you may contact us at any of the following by email at [privacy@brandsendmarketing.com](mailto:privacy@brandsendmarketing.com) or by phone at 1 800 575 8508.

### **Changes in our privacy statement**

Brandsend Marketing reserves the right to change this privacy statement at any time. If we do make changes to this policy we will note so prominently on our website.