

SMP Direct Response is committed to protecting the privacy of personally identifiable information collected about you. We have established this Privacy Policy to help you understand how we intend to treat the information you provide to us through the web site ("Site").

1. Types of Information Collected

- a. *Traffic Data Collected.* We automatically track and collect information when you visit our Site including but not limited to your: (i) IP address; (ii) domain server; (iii) type of computer; and (iv) type of web browser (collectively "Traffic Data"). Traffic Data is anonymous information that does not personally identify you but is helpful for marketing purposes or for improving your experience on the Site.
- b. *Personal Information Collected.* In order for you to access certain parts of the Site and purchase products and services we offer via the Site, we require you to provide us with information that personally identifies you ("Personal Information"). Personal Information may include: (i) Contact Data (such as your name, mailing and e-mail addresses) and (ii) Financial Data (such as your credit card number). If you communicate with us by e-mail, access certain Site features, or complete online forms and agreements, any information provided in such communication may be collected as Personal Information.
- c. *Business Information Collected.* In order for you to access certain parts of the Site and purchase products and services we offer via the Site, we require you to provide us with information about your company or organization ("Business Information").

2. Uses of Information Collected

We use Contact Data to send you information about our company or our products or services, or promotional material from some of our partners, or to contact you when necessary. We use your Financial Data to verify your qualifications for certain products or services and to bill you for products and services. We use your Business Information to create the products and services you order through the Site. The Business Information you submit to us should be publicly available and non-proprietary. In the event you determine that we need to have access to your proprietary information in order to create the products and services you order through the Site, such information should be made subject to a non-disclosure agreement SMP Direct Response Marketing undertakes no obligation with regard to the protection of the Business Information you submit except as specifically covered by a non-disclosure agreement.

3. User Choice Regarding Collection and Use of Personal Information

You may choose not to provide us with any Personal Information. In such an event, you can still access and use some areas of the Site; however you will not be able to access and use those portions of the Site that require your Personal Information. If you do not wish to receive information and promotional material from us, you may notify us to "opt-out".

4. Confidentiality and Security of Personal Information

Except as otherwise provided in this Privacy Policy, we will keep your Personal Information private and will not share it with third parties without your permission, unless such disclosure is necessary to: (a) comply with a court order or other legal process; (b) protect our rights or property; or (c) enforce our Web Site User Agreement and any other agreements we enter into with you. Your Personal Information is stored on secure servers that are not accessible by third parties. We provide you with the capability to transmit your Personal Information via secured and encrypted channels if you use a similarly equipped web browser. While SMP Direct Response Marketing cannot guarantee that unauthorized access will never occur, SMP Direct Response Marketing takes great care in maintaining the security of your Personal Information and in preventing unauthorized access to it through the use of appropriate technology and internal procedures.

5. **User Ability to Access, Update and Correct Personal Information**
In order to ensure that all of your Personal Information is correct and up-to-date, at any time you may visit your personal profile by logging in at our website. Through your personal profile you may: (a) review and update your Personal Information that we have already collected.
6. **Lost or Stolen Information**
You must promptly notify us if your credit card, user name or password is lost, stolen or used without permission. In such an event, we will cancel that credit card number, user name or password and update our records accordingly.
7. **Other Limits to Your Privacy**
The Site may contain links to and information from other web sites. We are not responsible for the privacy practices or the content of such web sites.
8. **Updates and Changes to Privacy Policy**
We reserve the right, at any time and without notice, to add to, change, update or modify this Privacy Policy, simply by posting such change, update or modification on the Site. Any such change, update or modification will be effective immediately upon posting on the Site.
9. **Questions**
If you have any questions or comments about our personal information practices or about this privacy statement, please feel free to contact us via our website.