

DNELIST PRIVACY POLICY

MERCHANT PRIVACY POLICY:

Information Collection and Use

- 1) All email addresses collected either by directly you or by your affiliates on your behalf belong to you and will not be dispersed across any other merchant accounts/lists.
- 2) Affiliate information
 - a) When your affiliates register thru DNEList, their information is not proprietary to you. This registration information can potentially be shared across our entire merchant user base.
 - b) When your affiliates register and access DNEList thru DirectTrack, their affiliate registration information is proprietary to you and will in no way be used by DNEList.com or any of our third party partners for purposes other than those deemed necessary for product management. This can include, but not be limited to communication of non-compliance issues such as consumer complaints and extended duration between suppression file downloads.
- 3) In order to use this Web site, you must first complete the registration. During registration you are required to provide contact information such as:
 - Name,
 - email address,
 - mailing address,
 - phone number,
 - fax number, and
 - A valid credit card—for billing purposes only.
- 4) By registering for this service, you agree that DNEList may contact you directly in order to communicate such messages as planned system outages, product release notes, marketing specials, and any other communications deemed relevant.
 - a) Generally, you may not opt-out of these communications, which are not promotional in nature. If you do not wish to receive them, you have the option to deactivate your account.

Site Communications

Based upon the personally identifiable information provided during the registration process, we will send you a welcoming email to verify your username and password. We will also communicate with you in response to your inquiries, and to provide the services you request. We will communicate with you by email or telephone, in accordance with your wishes.

Furthermore, we may contact you with promotional offers related to our service, which you may cancel at any time by clicking the following link:

<http://www.dnelist.com/u/c73355df7860404281cdbf71da078437814> .

Information Sharing and Disclosure

- 1) DNEList.com currently partners with LashBack, Inc to provide high-level reputation management services to you on our site.

- a) When a consumer opts out we will provide LashBack such information as the list(s) they are opting out from and which affiliate generated this specific opt out request.
- b) LashBack is prohibited from using your personally identifiable information for any other purpose.
- 2) We reserve the right to disclose your personally identifiable information as required by law and when we believe that disclosure is necessary to protect our rights and/or to comply with a judicial proceeding, court order, or legal process served on our Web site.
- 3) As is true of most Web sites, we gather certain information automatically and store it in log files. This information includes internet protocol (IP) addresses, referring URL, and date/time stamp.
- 4) A cookie is a small text file that is stored on a user's computer for record-keeping purposes. We use cookies on this site. We do not link the information we store in cookies to any personally identifiable information you submit while on our site.

We use both session ID cookies and persistent cookies. We use session cookies to make it easier for you to navigate our site. A session ID cookie expires when you close your browser. A persistent cookie remains on your hard drive for an extended period of time. You can remove persistent cookies by following directions provided in your Internet browser's "help" file.

We set a persistent cookie to store your passwords, so you don't have to enter it more than once. We will also use a persistent cookie if directed to our site from a 3rd party partner of ours.

If you reject cookies, you may still use our site.

Access to Personally Identifiable Information

If your personally identifiable information or email address changes, or if you no longer desire our service, you may correct, update, delete or deactivate it by making the change on our member information page or by emailing our Customer Support at DNEList@help.directresponse.com.

Location of Data and Security

Your information may be stored and processed in the United States or any other country in which DNEList or its affiliates, subsidiaries or agents maintain facilities, and by using this Site, you consent to any such transfer of information outside of your country.

We use procedural and technical safeguards to protect your personal information against loss or theft as well as unauthorized access and disclosure to protect your privacy, including encryption, and "firewalls." We employ many different security techniques to protect such data from unauthorized access by users inside and outside the company. However, perfect security does not exist on the Internet.

Business Transitions

In the event Direct Response Technologies goes through a business transition, such as a merger, acquisition by another company, or sale of all or a portion of its assets, your personally identifiable information will likely be among the assets transferred. You will be notified via prominent notice on our Web site for 30 days of any such change in ownership or control of your personal information.

Changes in this Privacy Statement

If we decide to change our privacy policy or email practices, we will post those changes to this privacy statement, the homepage, and other places we deem appropriate so that you are aware of what information we collect, how we use it, and under what circumstances, if any, we disclose it.

We reserve the right to modify this privacy statement at any time, so please review it frequently. If we make material changes to this policy, we will notify you here, by email, or by means of a notice on our home page

Contact Us

If you have questions or concerns regarding this statement, you should first contact our support center by emailing DNEList@help.directresponse.com. If yours is an urgent matter, you may contact:

Direct Response Technologies, Inc.
730 Holiday Drive
Foster Plaza, Building 8, 3rd Floor
Pittsburgh, PA 15220

AFFILIATE

Information Collection and Use

Unsubscribe request emails collected on your behalf will be owned by the merchant responsible for the list. These unsubscribe emails will be shared across the merchant's entire affiliate base and, therefore, could potentially be viewed by other affiliates.

In order to use this Web site, you must first complete the registration form. During registration you are required to provide contact information such as name, email address, mailing address, phone number and fax number.

- ❑ If you are accessing DNEList thru the affiliate interface of DirectTrack, then your registration is already on file and all policies and procedures agreed to during that initial registration process will be in effect. Your information is owned by the merchant to whose account you are registering. You will never be contacted by DNEList.com or any affiliated organization for marketing purposes.
- ❑ If you are registering thru DNEList to gain access to multiple merchant suppression lists, your contact information will be accessible to all merchants that you apply to. Therefore, they may use your information for their own individual purposes and are not covered in this privacy statement.

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personally identifiable information you submit while on our site.

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CONSUMER:

Information Collection and Use

You are electing to unsubscribe from a list owned and managed by one of our merchant clients that license our service to be CAN-SPAM compliant. For our internal reporting & auditing procedures, while you are opting out, we collect the following information:

- ❑ Email address,
 - ❑ Date/time of opt out request
 - ❑ Opt out link clicked to arrive at this page
 - ❑ IP address used when opting out
- 1) DNEList does not use cookies or any other type tracking in any way on this website.
 - 2) To remain CAN-SPAM compliant these merchants will need to distribute your email address to their third party affiliate partners to ensure that you no longer receive unwanted email messages from this specific advertiser.
 - a) Your email address will not be shared or distributed to/with any other merchant accounts for any reason, including, but not limited to opting out of their suppression lists (i.e., although DNEList has many clients, you will only be opting out of this advertiser's list(s)) and inclusion in their opt in mailing lists—which would be in violation of the CAN-SPAM act. Furthermore, you will receive no communications from DNEList.com
 - b) To remain CAN-SPAM compliant a merchant has up to 10 days to have opt requests honored across their entire affiliate base, therefore, you could potentially receive subsequent email messages sponsored by this advertiser within the next 10 days.
 - 3) DNEList is a service provided to internet marketers to aid them in their CAN-SPAM compliance initiatives. We by no means take responsibility for their compliance in terms of managing and monitoring their suppression files and/or their affiliate's use of them.
 - 4) A cookie is a small text file that is stored on a user's computer for record-keeping purposes. We use cookies on this site to track only those merchant accounts that registered for our service from a 3rd party partner. None of the information collected by DNEList during the opt out process is stored in a cookie.

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