

Privacy Policy Recommendations

In order to maintain privacy compliance guidelines for your Direct Mail Retargeting program, we recommend that you add the following clause to your existing Privacy Policy on your website.

Simply copy and paste the italicized content below, filling in your Company specific information in the yellow highlighted areas.

"Our site uses a third-party service to match browser cookies to your mailing address. We then use another company to send special offers through the mail on our behalf. Our company never receives or stores any of this information and our third parties do not provide or sell this information to any other company or service."

To opt-out of receiving our direct mail, you may send us an email at [CUSTOMER SERVICE EMAIL ADDRESS], call us at [CUSTOMER SERVICE PHONE NUMBER], or send a written request to [CUSTOMER SERVICE MAILING ADDRESS]. We will honor those requests, but please understand that it may take [NUMBER] of days for such mailings to end."

<Disregard this section if you already have a cookie opt-in posted on your website>

A "cookie" is a small file stored on your device that is sent by websites, mobile apps, and advertisements that you access. These tiny files are stored on your device to remember your preferences to improve your experience while browsing.

Cookies are important because parts of the site rely on them to work correctly; limiting their use or other similar technologies might affect the functionality of the website.

By using this site, you agree to these activities, including information collected by our vendors. If you do not want cookies to be placed on your device, most web browsers permit you to opt-out of cookie-based advertising. Click here for more information - <http://optout.networkadvertising.org/#/>