

# Privacy Policy

## 1. Sites covered by this Policy Statement

This Privacy Statement applies to all Clearwater Social Marketing owned websites and domains, and our wholly owned subsidiaries (Clearwater Social Marketing websites.)

The Clearwater Social Marketing websites may provide links to third-party websites for your convenience and information. If you access those links, you will leave the Clearwater Social Marketing website. Clearwater Social Marketing does not control those sites or their privacy practices, which may differ from Clearwater Social Marketing's. We do not endorse or make any representations about third-party websites. The personal data you choose to give to unrelated third parties is not covered by the Clearwater Social Marketing Privacy Statement. We encourage you to review the privacy policy of any company before submitting your personal information. Some third-party companies may choose to share their personal data with Clearwater Social Marketing; that sharing is governed by that third-party company's privacy policy.

## 2. Types of information we collect

This Privacy Statement covers personal information, non-personal data collection and aggregate reporting.

**Personal information** is information that is associated with your name or personal identity. Clearwater Social Marketing uses personal information to understand better your needs and interests and to provide you with better service. Once you choose to provide us with personal information, you can be assured it will be used only to support your customer relationship with Clearwater Social Marketing. We take seriously the trust you place in us. Clearwater Social Marketing will not sell, rent or lease your personal information to others.

On Clearwater Social Marketing website, you can order products and services, request information, subscribe to marketing or support materials, register yourself or apply for a job at Clearwater Social Marketing. The types of personal information you provide to us on these pages may include name, address, phone number, e-mail address, user IDs and passwords, billing and transaction information, contact preferences, educational and employment background, and job interest data.

**Non-personal information** is data about usage and service operation that is not associated with a specific personal identity. Clearwater Social Marketing collects and analyzes non-personal information to evaluate how visitors use the Clearwater Social Marketing websites.

Non-personal data we collect may include the pages visited on the Clearwater Social Marketing websites, unique URLs<sup>1</sup> visited within our website, browser type and IP address. Most non-personal data is collected via cookies or other analysis technologies.

## How we use your information

Clearwater Social Marketing uses your personal information to provide you with services and to help us better understand your needs and interests. Specifically, we use your information to help you complete a transaction or order, to communicate with you, to provide service and support, to update you on services and benefits, to personalize promotional offers and to personalize some Clearwater Social Marketing websites. Occasionally we may also use your information to contact you for market research regarding Clearwater Social Marketing products or services. We will give you the opportunity to choose your privacy preferences regarding such communications. You may, at any point, contact us to request an opt-on on future communication..

Personal data collected online may also be combined with information you provide Clearwater Social Marketing through other sources such as product registration or public events such as trade shows or seminars.

Personal data given to Clearwater Social Marketing may be transferred across state, provincial and/or country borders for the purposes of data consolidation, storage and simplified customer information management.

Non-personal data is aggregated for reporting about Clearwater Social Marketing website usability, performance and effectiveness. It is used to improve the customer experience, usability and site content.

### **3. Who we share your information with**

Clearwater Social Marketing will not sell, rent or lease your personal information to others. Clearwater Social Marketing will not share your personal information with third parties except in responding to your requests for products or services. Your permission will be requested when you submit your information. Clearwater Social Marketing shares customer information across Clearwater Social Marketing -owned business entities and companies working on our behalf, but only as required to meet your product or service requirements.

Clearwater Social Marketing occasionally may contract with third-party service providers and suppliers to deliver complete products, services and customer solutions. Suppliers and service providers are required to keep confidential the information received on behalf of Clearwater Social Marketing and may not use it for any purpose other than to carry out the services they are performing for Clearwater Social Marketing. These service providers may change or we may contract with additional service providers to better accommodate our customers. Clearwater Social Marketing will not share personal information with any other third parties without your permission, unless required by law enforcement action, subpoena, or local law.

Clearwater Social Marketing or its related entities could merge with or be acquired by another business entity or some or all of their respective assets could be acquired. If such a combination or acquisition occurs, Clearwater Social Marketing will make every reasonable effort to notify you in the event we share with the merging or acquiring entity some or all of your personal information to continue serving you.

### **4. Your Choices**

Clearwater Social Marketing gives you the choice of receiving a variety of information that complements our products and services. You can subscribe to receive certain product- and service-specific information and Clearwater Social Marketing communications. Clearwater Social Marketing communications may include new product information, special offers, or an invitation to participate in market research. We give you a choice regarding delivery of Clearwater Social Marketing communications by e-mail or telephone. You can make or change your choices at the data collection point. We will make every effort to honour your preferences. This option does not apply to communications for the purpose of administration, contracts and support.

### **5. Your information and third-party companies**

Certain Clearwater Social Marketing services maybe linked with those from unrelated third-party companies, some which offer you the option to share with both Clearwater Social Marketing and the third party personal data you provide. We will not share your personal information with those third-party companies unless you make that choice.

### **6. Access to and accuracy of your information**

Clearwater Social Marketing strives to keep your personal information accurate. We have implemented technology, management processes and policies to maintain customer data accuracy. We will provide you with access to your information, including making reasonable effort to provide you with online access and the opportunity to change your information. To protect your privacy and security, we will also take reasonable steps to verify your identity, such as a password and user ID, before granting access to your data. Certain areas of Clearwater Social Marketing's websites may limit access to specific individuals through the use of passwords and other personal identifiers.

### **7. Keeping your information secure**

Clearwater Social Marketing is committed to protecting the information you provide us. To prevent unauthorized access or disclosure, to maintain data accuracy, and to ensure the appropriate use of the information, Clearwater Social Marketing has in place appropriate physical and managerial procedures to safeguard the information we collect.

#### **8. Contacting us**

We value your opinions. If you have comments or questions about our privacy policy, please send them to [info@clearwatersocialmedia.com](mailto:info@clearwatersocialmedia.com)

This privacy statement applies worldwide.