



## **Our Privacy Policy**

### **Commitment to Privacy**

Our privacy policy was developed as an extension of our commitment to combine the highest-quality products and services with the highest level of integrity in dealing with our clients and partners. This policy is designed to assist you in understanding how we collect, use and safeguard the personal information you provide to us and to assist you in making informed decisions when using our website, products and services. This statement will be continuously assessed in light of new technologies, business practices and our client's needs. We do not engage in "spamming."

### **Information Types Collected**

When you visit our website you may provide us with two types of information: personal information you knowingly choose to disclose that is collected on an individual basis and website use information collected on an aggregate basis as you and others browse our website.

### **Personal Information You Choose to Provide**

If you choose to correspond with us through e-mail, fill out web-based forms on our website or conduct business with us via the Internet, we may retain the content of your e-mail messages and our responses, your e-mail address and any other information you choose to disclose to us. We provide the same protections for these electronic communications that we employ in the maintenance of information received by mail and telephone.

### **Use of Your Personal Information**

We use personal information for purposes of fulfilling your requests for services and information and to communicate with you. We may use the information to contact you with announcements and press releases and to give you other information you may be interested in. The lists used for the aforementioned purposes are developed and managed under our standards designed to safeguard the security and privacy of your personal information. If you would like us to remove you from our contact databases, please send an email to [Remove@DefinitiveInc.com](mailto:Remove@DefinitiveInc.com).

### **Nondisclosure of Personal Information to Outside Parties**

We will not disclose personally identifying information with third parties except when we need to share that information to provide you with a service you have requested or we are required to comply with subpoenas or other legal process or if your actions in connection with use of our website or our services violate our copyright notice and infringe on our intellectual property rights or our clients.

### **Website Use Information**

Similar to other commercial websites, our website may use standard technologies such as "cookies" and web server logs to collect information about how our website is used. Information gathered through cookies and web server logs may include the date and time of visits, the pages viewed, time spent at our website, and the websites visited just before and just after our website. This information is collected on an aggregate basis. None of this information is associated with you as an individual.

### **What are Cookies?**

Cookies are a feature of web browser software that allows web servers to recognize the computer used to access a website. They are small pieces of data that are stored by a user's web browser on the user's hard drive. Cookies can remember what information a user accesses on one web page to simplify subsequent interactions with that website by the same user or to use the information to streamline the user's transactions on related web pages. This makes it easier for a user to move from web page to web page and to complete commercial transactions over the Internet. Cookies should make your online experience easier and more personalized.

**How Do We Use Information We Collect From Cookies?**

We use website browser software tools such as cookies and web server logs to gather information about our website users' browsing activities in order to constantly improve our website and better serve our industry. This information assists us to design and arrange our web pages in the most user-friendly manner and to continually improve our website to better meet the needs of our clients and prospective clients. Cookies help us collect important business and technical statistics. The information in the cookies lets us trace the paths followed by users to our website as they move from one page to another. Web server logs allow us to count how many people visit our website and evaluate our website's visitor capacity. We do not use these technologies to capture your individual e-mail address or any personally identifying information about you.

**What About Other Websites Linked to Our Website?**

We are not responsible for the practices employed by websites linked to or from our website nor the information or content contained therein. Often links to other websites are provided solely as pointers to information on topics that may be useful to the users of our website.

**Your Consent**

By using our website you consent to this privacy policy and our copyright notice. If we change our privacy policy and our copyright notice, we will post those changes on our website.