

Privacy Statement

This web site is owned and operated by Marketing Innovators International, Inc. (MI) based in the United States.

We recognize that visitors to our site may be concerned about the information they provide to us, and how we treat that information. This Privacy Policy addresses those concerns and our commitment to protecting your privacy on this web site. The information we collect from you is used to improve the content of our web site and to provide you with information, products or other services available to you through MI. This Privacy Policy may be changed or updated from time to time and we recommend that you review these terms periodically.

Our Policy

MI respects and protects the privacy of our online visitors and customers. MI does not disclose, give, sell or transfer to third parties any personal information about our visitors or customers without their permission, unless required by law.

Throughout its history, MI has never shared its mailing lists or personal information with third parties. It remains MI's policy that mailing lists, both postal and electronic, are never sold or exchanged with third parties.

MI works with program partners and as such, may share information between the partners. Some information is necessary to complete a request or fulfill an order.

If you request information or place an order with MI, some of your personal information is required for us to process your payment, and ship the order to you. We collect your name, address(es), phone number, email address, and payment information. This information is used to fulfill your order and communicate with you about your order or request. MI may telephone, send postal mail, or email you about the order and transaction.

In order to detect fraud or security issues, the information you provide, and other information such as information automatically collected from website visitors may be analyzed by the devices we use in our infrastructure to detect fraud or security issues.

Additionally, MI may use your personal information:

- To identify you when you access and use any Sites or Applications.
- To administer Accounts.
- To provide services and content to our clients, which may include your employer.
- To provide you with products and services you request, or that maybe be of interest to you.
- To improve our services and product offerings.
- To streamline your checkout process.
- To send marketing and promotional materials, including information relating to products, services, sales, or promotions.
- To respond to your inquiries related to support, employment opportunities, or other requests.
- To conduct research and analysis.
- For internal administrative purposes, as well as to manage our relationship with you.

Credit Card and Other Personal Information

MI uses industry standard efforts such as firewalls, Secure Socket Layers (SSL) and Transport Layer Security (TLS) to safeguard the confidentiality of your personally identifiable information. We make every reasonable effort to prevent the loss, misuse or theft of the information under our control.

We care about the safety and security of online transactions. We use the industry standard high grade encryption and security protocol to communicate with your browser software. This method makes it extremely difficult for anyone else to intercept the payment information you send to us.

When handling your payment information, MI uses security practices and technology that meets or exceeds Payment Card Industry Data Security Standards (PCI-DSS) and requires the same of the payment gateways that process your payment card or banking information.

We review our information collection, storage, and processing practices, including physical security measures, to prevent unauthorized access to our systems

We restrict access to personal information to MI employees, contractors, and agents who need that information in order to process it. Anyone with this access is subject to strict contractual confidentiality obligations and may be disciplined or terminated if they fail to meet these obligations.

Our Commitment to Accuracy

In addition to maintaining privacy and security controls for information you share with us, MI uses error checking procedures to accurately and completely process your transaction information. Our staff is available Monday through Friday from 8am to 6pm (US Central Time) to answer questions by phone or email at the information located in the footer of this website.

Changes are made to our error checking procedures as necessary to improve our system and independent external audits are periodically conducted to ensure the appropriate processing of your information from our web site.

Use of "Cookies"

Visitors to the MI web site should be aware that non-personal information and data is automatically collected by the MI web site through the use of "cookies." "Cookies" are small text files which a web site can use to recognize repeat visitors, facilitate a visitor's ongoing access to, and use of, the site, and allow a web site to track usage behavior and compile data that will allow content improvements. If a visitor does not want information collected through the use of cookies, there is a simple procedure in most browsers that allows the visitor to deny or accept the cookie feature. MI uses "cookie" technology only to obtain non-personal information from its online visitors in order to improve visitors' online experience and facilitate their visit of MI's web site.

Use of Analytics Services - Information We Collect from Others

MI uses certain third party services to measure the usability and interest in our site, our applications, and content. MI uses the information from these services to determine whether our website services are delivered correctly and timely to visitors. These services also help MI to determine the interests of our audience and segments of our audience. These services provide information to us about the website users anonymously.

Google Analytics. MI may use Google Analytics and Google Tag Manager to analyze site visitors and actions on the websites and in apps. MI does not provide any personal information to this service. It provides anonymized and aggregated data about visitors, users, and actions they take on the site or in apps to MI. Their privacy policy is located at: <https://policies.google.com/privacy?hl=en>

Information that is Automatically Collected

Our servers and infrastructure used to deliver the Websites, content, and applications to you employ a number of industry standard practices, such as firewalls, and these devices automatically collect information about you and the devices you use to access the websites and application. This information can include, your IP address, operating system, browser software, referring website, pages you viewed, and when the access occurred. Events, such as clicking links, will also be collected. This information is collected for a number of legitimate reasons. Some of our infrastructure uses this information to

determine security threats. Some of our infrastructure uses this data to determine if the infrastructure is operating correctly and serving your visit without errors. Some of this data is used for us to determine the performance of our infrastructure.

Data Protection Laws

At any time, you may deactivate your account on MI's website or you may contact your employer to deactivate your account, when applicable. Upon deactivation, MI software takes steps to appropriately hide your "footprint" wherever possible. Some data we retain for periods of time when necessary for legitimate business or legal purposes, such as security, fraud and abuse prevention, or financial record-keeping.

When Marketing Innovators, or their vendors, are a party to a financial transaction, including, but not limited to point credits, point debits, order placement and order returns, then retention of information is often required for purposes such as accounting, dispute resolution and compliance with tax, escheatment, anti-money laundering, and other financial and legal regulations.

The General Data Protection Regulation (GDPR) went into effect on May 25, 2018. Marketing Innovators complies with all laws and regulations applicable to its provisions. Marketing Innovators may store EU user data in the United States.

The California Consumer Privacy Act (CCPA) is a data privacy law which applies to certain businesses that collect personal information from California residents. The law went into effect on January 1, 2020. Marketing Innovators complies with all laws and regulations applicable to its provisions.

Publicly Visible Information: Message Boards and Public Forums

Please keep in mind that whenever you voluntarily disclose personal information on our web site, that information may be viewed on the website by other visitors to the websites or applications. That means that it could be collected and used by others.

Links to Other Sites

This web site may contain links to other web sites. Please be aware that MI is not responsible for the privacy practices of such other web sites. We encourage you to be aware when you leave our web site and to read the privacy statements of each and every web site that collects personally identifiable information from you. This privacy statement applies solely to information collected by the MI web site.

Opt-out

Please read this Privacy Policy carefully to understand MI's views and practices regarding your personal information and how we will treat it. By visiting this Platform, you are freely accepting and consenting to the practices in this Privacy Policy. You may withdraw your consent at any time and for any reason with effect to future data processing by contacting us at the address listed below in the Section titled "Communications". Without your consent, MI will use personal information, only insofar as such processing is permitted by applicable law (e.g., for the performance of a contract or agreement between MI and you) or where such processing is necessary for compliance with a legal obligation to which MI is subject.

If you no longer wish to receive electronic mailings from us, you may opt-out of receiving these communications by following the "unsubscribe" process in your personal profile or by contacting us as indicated in this privacy statement.

Thank you for visiting our web site. We are available to answer your questions and hear your concerns. For inquiries concerning our information practices and Privacy Policy, you may contact us at:

Marketing Innovators International, Inc.
Attention: Client Experience Department
5600 N. River Road, Suite 800
Rosemont, Illinois 60018

or e-mail us at customerservice@marketinginnovators.com

MI reserves the right, at any time, to modify this Privacy Policy. If we make revisions that change the way we collect, use, or share personal information, we will post those changes in this Privacy Policy. You should review this Privacy Policy periodically so that you keep up to date on our most current policies and practices. We will note the effective date of the latest version of our Privacy Policy at the end of this Privacy Policy.

If MI is required to contact you about your personal information we may do so by mail, phone, or email.

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