

Privacy Policy and Deployment Practices:

Email deployments on behalf of Media Distributor and the Advertisers are executed in compliance with Applicable Law, including but not limited to the CAN-SPAM Act. Without limitation of the foregoing, Measured Marketing, Inc. represents and warrants each of the following with respect to fulfillment of each Order:

- There is no use of fraudulent transmission data, such as open relays and false headers.
- There is no use of misleading sender or subject lines.
- The Sender's postal address is included in all messages. (NOTE: With respect to each Order, "Sender" means (i) the Advertiser on whose behalf the Ordered Services are being performed; or (ii) if Media Distributor has advised MM in writing that Media Distributor should be considered the "Sender" with respect to the given Order, Media Distributor.)
- All lists to be deployed are opt-in or in some cases, double opt-in.
- A "clear and conspicuous" unsubscribe mechanism is included in every email.
- A process for handling un-subscribes within the 10-day window is in place electronically, as well as for un-subscribes received via postal mail (and any other contact information included in the email, such as phone and fax).
- Recipients are offered a way to receive some types of email while blocking others, along with a "global unsubscribe" option to stop all future email from MM.
- The address of a person who un-subscribes is not shared with any other entity seeking to send that party email.
- Media Distributor's or Advertiser's use of the services provided by MM and any related materials as provided in the Agreement and all Exhibits thereto will not violate any intellectual property rights of any person, firm or corporation.
- Email addresses are not harvested without authorization nor are automated means used to randomly generate addresses.
- No sexually oriented material will be included in messages.

MM email deployment best practices are as follows, and MM represents and warrants that it will follow these practices with respect to fulfillment of each Order:

- MM makes every effort to confirm that all information in email messages, both the email headers and body (content) of the email, be true, accurate, and not misleading.
- The deployment system provides a fully-functioning method for the recipient to opt-out of mailings in each and every mailing, and ensures that the act of opting out can only require a **single action**. This means that the recipient either can reply to the email to opt-out, or they can click a link that takes them immediately to the opt-out, requiring no further action.
- The deployment system technology is set to recognize all opt-out requests and immediately remove the recipient from a mailing list (specific to a particular Sender).
- MM policy does not allow the "repurposing" of a recipient's email address (once they opt-out) by adding it to a different mailing list, or sharing it with another Sender.
- The sender identified in the "From" section of the email message (the "From" Sender) matches the sender identified in the body of the email message.
- In a multi-Advertiser email message, the "From" Sender matches at least one of the senders identified in the body of the email message (making the "From" Sender responsible for processing all opt-out requests).

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