

## **COMMITMENT TO YOUR PRIVACY**

This site is owned and operated by 4Mads. Your privacy on the Internet is of the utmost importance to us.

Because we gather certain types of information about our customers, we feel you should fully understand the terms and conditions surrounding the capture and use of that information. This privacy statement discloses what information we gather and how we use it.

### **DEFINITION OF THE INFORMATION 4Mads TRACKS**

1. Subscription information about our customers. This includes, but is not limited to:

- Company information.
- Credit card information.
- Information about advertiser's customers to help us optimize campaigns.

2. Information that customers provide through optional, voluntary submissions. These are voluntary submissions to receive our electronic newsletters, to participate in blogs or forums, and from participation in surveys.

3. Information 4Mads gathers through aggregated tracking information derived mainly by tallying page views throughout our site. This information allows us to provide the best possible service for our customers. Under no circumstances does 4Mads divulge any information about an individual user to a third party.

4. Information about the success of ad campaigns. This information is only shared on an aggregated level. This information is used to help make suggestions when building ad campaigns. Customers have the ability to opt out in which case their information will not be added to the aggregated information nor will they be able to take advantage of other aggregated information.

### **COOKIES**

We use cookies to maintain session information (login information).

### **USE OF INFORMATION**

4Mads uses the above-described information to:

- Optimize our service
- Help our customers optimize their ad campaigns.
- Bill for services

## **SHARING OF THE INFORMATION**

We do not share any information with any 3rd parties.

## **SECURITY**

4Mads operates a secure data network protected by industry standard firewall and password protection systems. Our security and privacy policies are periodically reviewed and enhanced as necessary and only authorized individuals have access to the information provided by our customers.

## **YOUR CONSENT**

By using this site, you consent to the collection and use of this information by 4Mads. If we decide to change our privacy policy, we will post those changes on this page so that you are always aware of what information we collect, how we use it, and under what circumstances we disclose it.