



DirectMail2.0 Privacy and Security Policy

5/28/19

DirectMail2.0 (DM20) is a cloud based direct mail marketing technology platform. Its goal is to automate, report on and enhance the effectiveness of direct mail. It does this through the application of 7 different digital technologies. In implementing these technologies DM20 incorporates several vendors into one platform to accomplish these goals for our partners and their clients. In doing so, DM20 relies mainly on the security and privacy of the vendors we partner with to ensure privacy and security of data.

General Data Collection, Storage & Use

It is DM20 overall purpose and policy NOT to store or collect any private personal information for or from any of its partners, their clients or the end users being targeted by the advertising performed on our platform.

We only collect postal mailing information (Name and Address Only, no other personal information is accepted, handled or retrieved). That data is used to initiate digital campaigns and mailing related services but is not sold or shared with any organizations other than those we must to conduct the advertising so contracted for.

All incoming and outgoing data is stored at AWS (Amazon Web Services) on secure servers. This includes all data, passwords and logins for the authorized users of our website. Their privacy policy can be found here: <https://aws.amazon.com/security/>

USPS/Informed Delivery

Processed mailing lists are shared with USPS Informed Visibility and Informed Delivery. Only IMDB digits are shared with the USPS for these services and thus contain no personal information. Here is their privacy Policy: <https://faq.usps.com/s/article/Informed-Delivery-Privacy-Security-Concerns>

Call Tracking

We partner with Twilio and WhitePages for this service. The information returned by Twilio and WhitePages is password protected and stored on our AWS servers. Recorded phone calls are disclosed to the caller per the law and are ONLY accessible to the client the calls were made to. They are NOT accessible by DM20 or its partners.

Twilio's security and privacy policy is here: <https://www.twilio.com/legal/privacy>

WhitePages: <https://www.whitepages.com/data-policy>

Advertising & Ads

DM20 deploys all ad campaigns via the Google Ad Network and Facebook. We comply to all of their advertising policies as stated on their sites. We have no special rights or access to any data going to or from their respective platforms. We are not in control of the ads they will or will not accept. We do not give them nor do we receive any personal private information on ad targets belonging to clients. Below are links to their respective privacy and advertising policies.

Google Ads: <https://support.google.com/adspolicy/answer/6008942?hl=en>

Facebook Ads: <https://www.facebook.com/policies/ads/>

LeadMatch Services

With permission and placement by the client, LEADMatch service collects only postal address from website visitors. We collect no personal or private information. Postal addresses are considered publicly available information. The collection pixel is placed with permission. Our vendor partner for this service is Barometric. Their privacy policy is located here: <https://barometric.com/privacy>



Removal of Data

Should you, your partners or clients request to know what personal information we may have or any personal information you would like to be removed please contact us at privacy@dm20.com

Event of Data Breach

In the event of a data breach any partners or clients affected by a data breach involving any personal or private information will be notified via email within 48 hours of the confirmed breach.

If you have further concern or questions please email privacy@dm20.com, call or write us at:

DirectMail2.0, LLC.
c/o Privacy & Security Dept.
2144 Calumet Street
Clearwater, FL. 34683
800.956.4129