

# **PRIVACY POLICY**

Martin Data LLC is a National Information Service provider. We offer nonpublic and public information to carefully screened and certified entities who are legally qualified to receive this information under the Gramm-Leach-Bliley Act (GLBA), the Drivers Privacy Protection Act (DPPA), or the Fair Credit Reporting Act (FCRA), or other applicable state and federal laws.

This Privacy Policy covers the Martin-Data.com web site, and Martin Data LLC's practices for handling personal information provided to Martin-Data.com over the Internet by the general public using the Martin-Data.com publicly available web site. Martin Data LLC will collect, store, and use personally identifiable information only in compliance with applicable laws.

## **Information Collection**

When you browse Martin-Data.com, you do so anonymously. Martin-Data.com collects personally identifiable information from you only if you choose to provide this information to us. In some instances, Martin Data LLC may collect non-personal (e.g., aggregate or demographic) data through cookies. This information is used to better understand and improve the usability, performance and effectiveness of the Martin-Data.com web site, as is further described below under "Cookies and Tracking Technology".

The types of personal information we may collect about you through our publicly accessible web site include the following (should you decide to provide such information to Martin-Data.com): (a) contact and identifying information (e.g., name, address, e-mail address, phone and fax numbers, employer(s), job title) in connection with your expression of interest in receiving information about, or your registering for, Martin-Data.com products or services, newsletters and conferences; (b) your resume information and employment application information in response to Martin Data LLC job openings; and (c) any other personal information that you may voluntarily provide to us in an online form or through an e-mail.

If you are using this web site to open an account with Martin Data LLC, we will collect the information requested on our account application form, including contact information and financial information (such as credit card number or billing information). This information is used for internal purposes, such as account establishment, billing, fulfillment of orders and customer service. We will also request credentialing material from entities or individuals seeking to use Martin Data LLC services and search features in order to verify their eligibility to access such services and information. This credentialing process is discussed in greater detail in the Martin Data User Agreement, which new users must complete before they begin the approval and credentialing process.

## **How We Use Your Personal Information**

When your personal information is collected on Martin-Data.com, Martin-Data.com will inform you at the point of collection of the purpose for the collection. Martin Data LLC will use your personal information only in the way we specify when it is collected unless you consent to a different use. For example, Martin Data LLC may use personal information submitted in an account application to set up and maintain your account. Martin Data LLC may also use the personal information you provide to answer your questions and inquiries, to support Martin Data

LLC's own recruitment activities in response to your inquiries into Martin Data LLC's job postings, and to provide newsletters and other information (if any) that you have requested.

### **Information Sharing and Disclosure**

Martin Data LLC does not sell or rent personal information that is collected as a result of accessing the Martin-Data.com website. Martin Data LLC may disclose personal information as necessary or appropriate in connection with any of the purposes for which we use personal information as described above in "How We Use Your Personal Information".

Martin Data LLC also may, in good faith, disclose personal information and any other additional information available to Martin Data LLC for any of the following purposes: (a) investigate, prevent or take action regarding actual or suspected illegal activities or fraud, situations involving potential threats to the physical safety of any person, or violations of Martin-Data.com's terms of use; (b) respond to or defend against subpoenas, court orders, or other legal process; (c) establish or exercise Martin Data LLC's legal rights; or (d) otherwise comply with applicable law.

Martin Data LLC may acquire other businesses, and other businesses may acquire Martin Data LLC. If that occurs, the information Martin Data LLC collects may be one of the assets examined or transferred as part of the transaction. Martin Data LLC will not permit another business to examine the information Martin Data LLC has collected without a confidentiality agreement and only to the extent permitted by law. Martin Data LLC will not transfer the information it has collected unless the recipient agrees to provide privacy protections equal to or exceeding those established by this Privacy Policy.

### **Cookies and Tracking Technology**

The Martin-Data.com web site may use the standard technology called a "cookie" to collect information about how you use the web site. A cookie is a small data file that is transferred to your hard drive and used for record-keeping purposes. A cookie file can contain information such as the URL you came from, your computer's IP address (i.e., the Internet address of your computer) and domain type (e.g., .com or .org, etc.), your browser type, the country, state and telephone area code where your server is located, the pages of our site that were viewed during a visit, and any search terms that you entered on our site. This information is used for internal purposes only, and we do not link your URL or IP address to any personal information.

If you would prefer not to receive cookies, you can alter the configuration of your browser to refuse cookies, although it is possible that some areas of our web site will not function properly if you do so. In particular, you may be required to accept cookies in order to complete certain actions on Martin-Data.com web site.

### **Security**

Martin Data LLC is committed to protecting the personal information that Martin Data LLC receives about consumers. While we cannot guarantee the security of that information, we utilize a combination of online and offline security technologies, procedures and organizational measures to help safeguard consumer information against loss, misuse, and unauthorized access, disclosure, alteration and destruction. We employ Secure Socket Layer (SSL) data encryption

when data is transmitted over the Internet to our web site. We have installed layered firewalls and other security technologies to help prevent unauthorized access to our systems. Strong password protection protocols are used on our computers, and employees are kept up-to-date on our security and privacy policies. The servers used to store consumer information are maintained in a secure environment with appropriate security measures.

### **Links**

Martin-Data.com web site may provide links to third-party web sites. Please be aware that those third-party web sites are outside of our control and are not covered by this Privacy Policy. If you have questions about how another site uses your information, consult that site's privacy statement.

### **Your Ability to Review or Modify Personal Information or Unsubscribe.**

Martin Data LLC strives to protect the quality and integrity of your personal information. If you have provided your personal information (such as zip code, phone, e-mail or postal address) to Martin-Data.com while browsing the Martin-Data.com publicly accessible web site, and wish to update such personal information (if any) that you have provided us, please e-mail us at customerservice@Martin-Data.com. Also, if you wish to unsubscribe from any of our newsletters or other communications for which you have registered, you may e-mail us at customerservice@Martin-Data.com.

### **People Under Age 18**

Martin Data LLC does not offer services to any person under the age of 18, and this web site is not directed to people under the age of 18. Martin-Data.com does not knowingly collect information about people under the age of 18.

### **Changes to this Privacy Policy**

Martin Data LLC may revise this policy from time to time. If there is a material change to this Privacy Policy, we will post the revised policy at this location. Martin Data LLC will not provide less privacy protection, without your consent, to information collected under a prior privacy policy. We encourage you to periodically review this Privacy Policy to be informed of how Martin Data LLC is protecting your information.

If you have any questions regarding our privacy policy, you may contact us at:

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