

## **Crystal Marketing Solutions Privacy Policy**

Last Updated 2.2.20

**Crystal Marketing Solutions** is committed to maintaining the confidentiality, integrity, and security of your personal information and has created the following policy “Privacy Policy” or “Policy” to inform you about the type of information we gather about you when you visit our Website located at [www.crystalmarketingsolutions.com](http://www.crystalmarketingsolutions.com) and use our Services.

Please read this document prior to using our Website and/or any of the Services we offer. By using this Website and our Services, you consent to the data practices described in this Policy. We may make changes to this Privacy Policy by posting an updated version of the Privacy Policy on our Website. It is your responsibility to review the Privacy Policy frequently and remain informed about any changes to it, so we encourage you to visit this page often.

### **The Information We Collect:**

“Personally Identifiable Information” is any information that may be used to identify an individual, including, but not limited to, a first and last name, home or other physical address, an email address, phone number or other contact information, whether at work or at home. Crystal Marketing Solutions may request Personally Identifiable Information from you when you register to use our Website and Services, and at various other locations on our Website such as message boards, blogs and surveys, for example we may collect name and job title, email addresses, demographic information, and other information relevant to the customer experience. If you do not want your Personally Identifiable Information collected, please do not submit it to us.

Non-personally identifiable information (“non-Personal Information”) is information that, by itself, cannot be used to identify or contact you. Examples of this type of information include the type of Internet browser or computer operating system you use, demographic information (your age, gender, income, education, profession, zip code, etc.), the date and time you visited our Website, the pages you accessed, the name of the website from which you linked to our Website and other anonymous data involving your use of our Website. We use this information to analyze trends and gather broad demographic information for aggregate use. This information is not linked to any Personally Identifiable Information.

### **How We Collect This Information:**

Website usage. We track visitors to our Website. This data allows Crystal Marketing Solutions to provide the best service possible by helping to ensure the health of the network and services, developing and deploying new business services, researching, improving and maintaining our existing business services and providing customized services to our users.

Cookies. When you visit our Website we may utilize cookies, which are small files that are placed on a computer. A cookie contains a string of characters to identify your browser and may be used to help provide a more customized user experience. Most internet browsers are set by default to accept cookies, and if you have opted not to accept cookies, you may experience some functionality issues in using some of the features of our Website.

Log files. When you view a website, your browser sends data about your computer system to the web server. Our servers capture this information which may include browser type, time of day, IP address, or cookie and language information. We capture this data when you visit our Website.

Links. Our servers may keep track of links within our Website that you may click on when viewing content. This data is used to better provide content to our users. This data is used to better provide content to our users.

Web Forms and Data You Provide to Crystal Marketing Solutions. When you complete one of our online forms, we ask for data about you (name address, email address, etc.) This data is designed to help our internal staff better meet your needs. We may use, combine, or track this data with other services and features of Crystal Marketing Solutions to provide a better user experience and increased functionality. For some services, we may provide the opportunity for you to opt out of the combining of such data.

Email submissions. We may keep records of all email communications sent to Crystal Marketing Solutions. These emails may be processed and used to provide feedback, answer questions, or service some other request.

Other data. We may collect other non-public personal information concerning you provided by you on applications, contracts or other forms furnished to Crystal Marketing Solutions, or through other interactions you have with Crystal Marketing Solutions.

### **Children's Information**

The Services and Website are not directed to, nor knowingly collect information from, children under the age of 13. If you become aware that your child or any child under your care has provided us with information without your consent, please contact us at the contact information listed below.

### **California Privacy Rights**

If you are a resident of California, you may have the right to request and receive information on any third parties to whom Crystal Marketing Solutions has disclosed personal information for marketing purposes within the previous calendar year, along with the type of personal information disclosed. If you would like to make such a request, please contact us at the contact information listed below.

### **GDPR Information**

If you are within the European Union, you are entitled to certain information and have certain rights under the General Data Protection Regulation. Those rights include:

- You may opt-out of future email communications by following the unsubscribe links in our emails. You may also notify us at [crystal@crystalmarketingsolutions.com](mailto:crystal@crystalmarketingsolutions.com) to be removed from our mailing list.
- You may access the personal information we have about you by submitting a request to [crystal@crystalmarketingsolutions.com](mailto:crystal@crystalmarketingsolutions.com)
- You may contact [crystal@crystalmarketingsolutions.com](mailto:crystal@crystalmarketingsolutions.com) to amend or update your personal information.
- You may request that we erase or forget your personal data. To do so, please submit a request to [crystal@crystalmarketingsolutions.com](mailto:crystal@crystalmarketingsolutions.com)

We will retain any information you choose to provide to us until the earliest of: (a) you asking us to delete the information, (b) our decision to cease using our existing data providers, or (c) we decide that the value in retaining the data is outweighed by the costs of retaining it.

You have the right to lodge a complaint with a supervisory authority that has jurisdiction over issues related to the General Data Protection Regulation.

We require only the information that is reasonably required to enter into a contract with you. We will not require you to provide consent for any unnecessary processing as a condition of entering into a contract with us.

### **How We Use This Information:**

We do not provide your personal information to mailing list vendors or solicitors, and do not sell any information.

As part of the service you have purchased from Crystal Marketing Solutions, we will, with your permission, disclose limited information to attorneys, accountants, custodians, brokerages, banks and other institutions with which you have established a relationship. You may opt out from our sharing information with these third parties by notifying us at any time by telephone, mail, fax, email, or in person.

We require this information to understand clients needs and provide quality service, and in particular this information is used for internal record keeping, to improve services, to send relevant updates and educational information, and market research.

We require strict confidentiality in our agreements with unaffiliated third parties that require access to your personal information. Federal and state securities regulators may review our company records and your personal records as permitted by law.

Furthermore, we restrict access to your non-public personal information to those persons who require such information to provide products or services to you. All records containing your non-public personal information are also maintained at the service providers' places of business.

We may share aggregated usage data with our support vendors and third-party suppliers that do not provide a method to individually track a user, or when we have been provided your explicit consent to share the information with a third party.

### **Safeguarding Your Information**

We limit employee access to information only to those who have a business or professional reason for knowing, and only to nonaffiliated parties as permitted by law.

Crystal Marketing Solutions is very concerned with safeguarding your information. When you enter sensitive information (such as personal information) on our registration or other forms, we encrypt that information. No method of transmission over the Internet, or method of electronic storage, is 100% secure. Therefore, we cannot guarantee its absolute security.

### **How To Contact Us Regarding Privacy Concerns:**

If you have any questions or concerns with this policy please feel free to contact us by mail to the following address:

**Crystal Marketing Solutions, LLC**  
104 Willis Rd.  
Franklin, VA 23851  
crystal@crystalmarketingsolutions.com