



## Privacy Policy

Effective Date: January 1, 2025

At Listco Direct Marketing (listcodirect.com), we are committed to maintaining the confidentiality, integrity, and security of the data entrusted to us by our clients. This Privacy Policy outlines how we manage, store, and share mailing list data in the course of our operations.

### 1. Data Storage and Security

Client data is stored on secure servers protected by enterprise-grade firewalls. We also maintain offsite backups to ensure data continuity in the event of a system failure or disaster recovery situation.

Both primary and backup servers are physically secured in restricted-access facilities. Access to the servers and stored data is limited to a small group of key employees who require it to perform their job functions. These individuals are trained on confidentiality and data protection protocols.

### 2. Data Sharing and Exchange

As part of our core services, client data may be shared with approved third-party mailing houses or exchange partners. This is done strictly under agreed-upon terms between Listco Direct Marketing and our clients. We only release data to trusted entities with whom we maintain an ongoing business relationship.

Lists are transmitted through secure channels — either via secure email servers or FTP — depending on the preferences and protocols of the requesting mailing house.

Each list order is accompanied by specific terms stating that the list is authorized for one-time use only, unless otherwise agreed in writing. This is clearly communicated to all recipients of the data.

### 3. Data Tracking and Usage Monitoring

Each mailing list released from our system is seeded with unique decoy names (also known as seed names). These decoys are included to track usage, verify mailing activity, and help identify any unauthorized or multiple uses of the data.

This mechanism serves as a safeguard for our clients, ensuring transparency and accountability in every list exchange.



## Contact Us

For questions or further information about our privacy practices, please contact us at:

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