

# **ACTON DIRECT, LTD.**

**DIRECT RESPONSE MARKETING  
MAILING LIST MANAGEMENT & BROKERAGE**

## **PRIVACY POLICY STATEMENT**

Acton Direct, Ltd. (“ACTON”) provides this web site as an informational source for its clients and prospective customers. Acton honors the privacy of its clients and visitors to this site. ACTON will uphold the privacy policies set forth by the Direct Marketing Association and the Safe Harbor Principles as outlined by the U.S. Department of Commerce and the European Commissions.

Acton certifies that as of April 15, 2003, it encourages its list management and brokerage clients to comply with the Direct Marketing Association Privacy Policy. This policy provides effective guidelines for honoring and respecting privacy by:

- ◆ Providing customers with the opportunity to opt-out of data rental, sale or exchange.
- ◆ Honoring a customer’s request to be excluded from in-house lists used for marketing purposes. Your name may be removed by telephoning, emailing or writing us.
- ◆ Using one or more of the DMA Preference Services (mail, e-mail, phone) to suppress names from campaigns for individuals who have requested to be excluded from these marketing campaigns.

This Privacy Statement affirms our commitment to keeping your personal information secure.

Our web site does not collect the email addresses of the visitors to our web site. However, if a visitor to our site requests information, we will collect personal information such as name, company and address for future in-house marketing purposes. Your information is not shared with other organizations for commercial purposes. This information is only used to improve the way we service our clients.

Acton promises to uphold the highest standard of data privacy and security as pursuant to the Direct Marketing Association and Acton Direct, Ltd.'s Privacy Policy.

Acton is a member of the U.S. Department of Commerce Safe Harbor program.

Any questions or comments regarding ACTON Direct Ltd.'s Privacy Policy or Safe Harbor program should be directed in writing to:

Bruce Wilson  
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This policy statement was last updated on April 15, 2003.