



Privacy Policy

CONFIDENTIAL NUMBER 1 OF 1
ISSUED TO: YOUR REVIEW OCTOBER 7, 2008



Table of Contents

Privacy Statement	3
Effective as of August 20, 2008	3
1. Web Sites Covered	3
2. Personal Information Collected	3
3. Use of Information Collected	4
4. Web Site Navigational Information	4
Cookies	4
IP Addresses	5
5. Public Forums, Refer a Friend, and Customer Testimonials	5
6. Sharing of Information Collected	5
7. Communications Preferences	6
8. Correcting and Updating Your Information	6
9. Customer Data.....	6
10. Security	6
11. Changes to this Privacy Statement	7
12. Contacting Us	7



1. Privacy Statement

A. Effective as of August 20, 2008

Sales Element, LLC (“salesElement” or the “Company”) is committed to protecting the privacy of your information. This Privacy Statement describes salesElement’s information practices.

If you have any questions about this Privacy Statement, please contact salesElement as described in the Contacting Us section.

B. 1. Web Sites Covered

This Privacy Statement covers the information practices of salesElement’s Web sites that link to this Privacy Statement: <http://www.salesElement.com>; <http://www.saleselement.net>; <http://www.seproposals.com> and any website under the salesElement.net domain that may be assigned to our clients from time to time (collectively referred to as “salesElement’s Web sites” or “the Company’s Web sites”).

salesElement’s Web sites may contain links to other Web sites. salesElement is not responsible for the information practices or the content of such other Web sites. The Company encourages you to review the privacy statements of other Web sites to understand their information practices.

C. 2. Personal Information Collected

salesElement offers a variety of services that are collectively referred to as the “Service.” salesElement collects information from individuals who visit the Company’s Web sites (“Visitors”) and individuals who register to use the Service (“Customers”).

When expressing an interest in obtaining additional information about the Service or registering to use the Service, salesElement requires you to provide the Company with contact information, such as name, company name, address, phone number, and email address (“Required Contact Information”). When purchasing the Service, salesElement requires you to provide the Company with financial qualification and billing information, such as billing name and address, credit card number, and the number of employees within the organization that will be using the Service (“Billing Information”). salesElement may also ask you to provide additional information, such as company annual revenues, number of employees, or industry (“Optional Information”). Required Contact Information, Billing Information, and Optional Information are referred to collectively as “Data About salesElement Customers.”

As you navigate the Company’s Web sites, salesElement may also collect information through the use of commonly-used information-gathering tools, such as cookies (“Web Site Navigational Information”). Web Site Navigational Information includes standard information from your Web browser (such as browser type and browser language), your Internet Protocol (“IP”) address, and the actions you take on the Company’s Web sites (such as the Web pages viewed and the links clicked).



D. 3. Use of Information Collected

The Company uses Data About salesElement Customers to perform the services requested. For example, if you fill out a “Contact Me” Web form, the Company will use the information provided to contact you about your interest in the Service.

The Company may also use Data About salesElement Customers for marketing purposes. For example, the Company may use information you provide to contact you to further discuss your interest in salesElement, the Service, and to send you information regarding the Company and its partners, such as information about promotions or events.

salesElement uses credit card information solely to check the financial qualifications of prospective Customers and to collect payment for the Service if the proper authorization forms (whether electronic or printed) are filled out.

salesElement uses Web Site Navigational Information to operate and improve the Company’s Web sites. The Company may also use Web Site Navigational Information in combination with Data About salesElement Customers to provide personalized information about the Company.

E. 4. Web Site Navigational Information

salesElement uses commonly-used information-gathering tools, such as cookies, to collect information as you navigate the Company’s Web sites (“Web Site Navigational Information”). This section describes the types of Web Site Navigational Information the Company may collect and how the Company may use this information.

i. Cookies

salesElement uses cookies to make interactions with the Company’s Web sites easy and meaningful. When you visit one of the Company’s Web sites, salesElement’s servers send a cookie to your computer. Standing alone, cookies do not personally identify you. They merely recognize your Web browser. Unless you choose to identify yourself to salesElement, either by responding to a promotional offer, opening an account, or filling out a Web form (such as a “Contact Me” or a “30 Day Free Trial” Web form), you remain anonymous to the Company.

There are two types of cookies: session-based and persistent-based. Session cookies exist only during one session. They disappear from your computer when you close your browser software or turn off your computer. Persistent cookies remain on your computer after you close your browser or turn off your computer.

If you have chosen to identify yourself to salesElement, the Company uses session cookies containing encrypted information to allow the Company to uniquely identify you. Each time you log into the Service, a session cookie containing an encrypted, unique identifier that is tied to your account is placed your browser. These session cookies allow the Company to uniquely identify you when you are logged into the Service and to process your online transactions and requests. Session cookies are required to use the Service.

salesElement uses persistent cookies that only the Company can read and use to identify browsers that have previously visited the Company's Web sites. When you purchase the Service or provide the Company with personal information, a unique identifier is assigned you. This unique identifier is associated with a persistent cookie that the Company places on your Web browser. The Company is especially careful about the security and confidentiality of the information stored in persistent cookies. For example, the Company does not store account numbers or passwords in persistent cookies. If you disable your Web browser's ability to accept cookies, you will be able to navigate the Company's Web sites, but you will not be able to successfully use the Service.

salesElement may use information from session and persistent cookies in combination with Data About salesElement Customers to provide you with information about the Company and the Service.

ii. IP Addresses

When you visit salesElement's Web sites, the Company collects your Internet Protocol ("IP") addresses to track and aggregate non-personally identifiable information. For example, salesElement uses IP addresses to monitor the regions from which Customers and Visitors navigate the Company's Web sites.

salesElement also collects IP addresses from Customers when they log into the Service.

F. 5. Public Forums, Refer a Friend, and Customer Testimonials

salesElement may provide bulletin boards, blogs, or chat rooms on the Company's Web sites. Any personally identifiable information you choose to submit in such a forum may be read, collected, or used by others who visit these forums, and may be used to send you unsolicited messages. salesElement is not responsible for the personally identifiable information you choose to submit in these forums.

Customers and Visitors may elect to use the Company's referral service to inform friends about the Company's Web sites. When using the referral service, the Company requests the friend's name and email address. salesElement will automatically send the friend a one-time email inviting him or her to visit the Company's Web sites. salesElement does not store this information.

salesElement posts a list of Customers and testimonials on the Company's Web sites that contain information such as Customer names and titles. salesElement obtains the consent of each Customer prior to posting any information on such a list or posting testimonials.

G. 6. Sharing of Information Collected

salesElement may share Data About salesElement Customers with the Company's agents so that these agents can contact Customers and Visitors who have provided contact information on our behalf. salesElement may also share Data About salesElement Customers with the Company's agents to ensure



the quality of information provided. **salesElement does not share, sell, rent, or trade personally identifiable information with third parties for their promotional purposes.**

salesElement uses a third-party intermediary to manage credit card processing. This intermediary is not permitted to store, retain, or use Billing Information except for the sole purpose of credit card processing on the Company's behalf.

salesElement reserves the right to disclose personally identifiable information of the Company's Customers or Visitors if required by law or if the Company reasonably believes that disclosure is necessary to protect the Company's rights and/or to comply with a judicial proceeding, court order, or legal process.

H. 7. Communications Preferences

salesElement offers Customers and Visitors who provide contact information a means to choose how the Company uses the information provided. You may manage your receipt of marketing and non-transactional communications by clicking on the "unsubscribe" link located on the bottom of the Company's marketing emails. Additionally, you may send a request specifying your communications preferences to support@salesElement. Customers cannot opt out of receiving transactional emails related to their account with salesElement or the Service.

I. 8. Correcting and Updating Your Information

Customers may update or change their registration information by editing their user or organization record. To update a user profile, please contact your account manager within your organization and ask them to login and modify your username and password. To update an organization's information, please contact salesElement as described below." To update Billing Information, please email support@salesElement or call (646) 837-0767.

J. 9. Customer Data

salesElement Customers use the Service to host data and information ("Customer Data"). salesElement will not review, share, distribute, or reference any such Customer Data except as provided in the salesElement Master Subscription Agreement, or as may be required by law, or explicitly requested by Customer. Individual records of Customer Data may be viewed or accessed by Company only for the purpose of resolving a problem, support issues, or suspected violation of the salesElement Master Subscription Agreement, or as may be required by law. Customers are responsible for maintaining the security and confidentiality of their salesElement usernames and passwords.

K. 10. Security

salesElement uses robust security measures to protect Customer Data from unauthorized access, maintain data accuracy, and help ensure the appropriate use of Customer Data. When the Service is accessed using Internet Explorer version 6.0 or later, Firefox version 2.0 or later, or Safari version 3.0 or later, Secure Socket Layer ("SSL") technology protects Customer Data using both server authentication and data encryption. These technologies help ensure that Customer Data is safe, secure, and only available to the Customer to whom the information belongs and those to whom the Customer has granted



access. salesElement also implements an advanced security method based on dynamic data and encoded session identifications, and the Company hosts its Web sites in a secure server environment that uses firewalls and other advanced technology to prevent interference or access from outside intruders.

Because the Company uses the Service to maintain Data About salesElement Customers, this information is secured in the same manner as described above for Customer Data.

L. 11. Changes to this Privacy Statement

salesElement reserves the right to change this Privacy Statement and the effective date of the privacy statement will be posted at the top of the Privacy Statement.

M. 12. Contacting Us

Questions regarding this Privacy Statement or the information practices of the Company's Web sites should be directed to salesElement Privacy by mailing salesElement Privacy, 341 Lafayette Street #4288, New York, NY 10012. salesElement staff can be contacted by calling (646) 837-0767 or sending an email to support@saleselement.com