



# Privacy Policy

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## Introduction

de Novo Alternative Marketing, LLC (de Novo) is committed to protecting the privacy of our customers and visitors. This statement details the steps we take to protect personal information provided on our websites. It describes the types of personal information that we collect, the purposes for which we use such information, and the choices our users have regarding our use of it. The steps we take to protect personal information and how it can be reviewed and corrected are also covered here. By accessing our websites, users are consenting to the information collection and use practices described in this privacy statement.

## Our collection of information

In the course of a visit to thinkdenovo.com and any of our sub-domains, we collect a variety of information directly from visitors and customers. Anyone can visit our site without entering any personal information. On certain pages, users may be asked for personal information to provide a service or carry out a transaction that they have requested. The personal information we collect from a user in any of these circumstances may include:

- contact details, such as a user's name, company/organization name, e-mail address, telephone and fax numbers, and physical address;
- information about the user's company/organization and role;
- country of residence;
- email marketing preferences;
- information used to customize and facilitate the use of our websites;
- inquiries about and for our services;
- information that assists us in identifying the services that best meet visitors' needs;
- event and service registration information;
- feedback from users about our websites and about our products and services in general;
- the content of a testimonial, rating, review or comment, or other user-generated content that may be posted publicly on our sites. We also collect and securely store information about our customers from sources other than our websites.

## Information we collect from visitors to our web site

### Web Server Log Files

As is common with websites providing e-commerce services, a record of all visits to de Novo's site is stored on our web servers. These log files include data that is not associated with any visitor's identity that is not used to associate with personally identifiable information provided by any visitors to our sites. Information collected in these logs includes details such as a visitor's IP address, browser type, referring page and time of visit. We also collect information about visits to our sites, including what pages are viewed, the number of bytes transferred, the links clicked, the materials accessed, and other actions taken within de Novo Alternative Marketing, LLC's sites/subdomains.

## **Cookies**

Many of the advanced functions available to users of our sites require the use of files called cookies, which store a small digital record of user preferences and recent activity on our visitor's computers. While cookies are not required in order to browse our site, they are an integral part of the browsing.

## **Email Addresses**

When customers register an account with a de Novo Alternative Marketing, LLC site, we gather the email address and password provided. Passwords are stored in an encrypted format for the protection of our customers. Email addresses provided to us for the purposes of creating an account or subscribing to a newsletter are stored securely on our servers.

## **Employment Applications**

In connection with an employment application or inquiry, visitors may provide us with information about themselves, such as a résumé or curriculum vitae. We may use this information for the purpose of employment consideration. We will retain the information for future consideration unless directed not to do so.

## **How we use the collected information**

We use our subscriber's personal information to deliver information and communicate in a permission-based manner, facilitating the use of our websites, and so forth. In order to offer a more consistent experience in interactions with de Novo Alternative Marketing, LLC, information collected by our websites may be combined with information we collect by other means.

## **Web Server Log Files**

We use the information collected in our server logs to analyze how visitors use our sites, to improve the efficiency of our systems and to enhance the quality of the user experience on our sites. This data is useful in analyzing the performance of the hardware and software that run our sites, as well as supporting the analysis of site security. de Novo uses the Hubspot CRM and marketing platform to securely retain data. All users have a "right to be forgotten" and may request so by calling our offices at 319-286-6656 or sending an email to [web@thinkdenovo.com](mailto:web@thinkdenovo.com).

## **Cookies and Tracking Pixels**

We may use session cookies to store elements of user profiles, to facilitate movement around our site and other information useful in administering the session. We may also use this information to make our websites easier to use by eliminating the need for customers to repeatedly enter the same information or by customizing our site to their particular preference or interests. Our sites also may contain electronic images known as tracking pixels that allow us to count the number of users who have visited those pages. We may include tracking pixels in promotional e-mail messages or newsletters in order to determine whether messages have been opened and acted upon.

We use Google Analytics, Google AdWords Conversion tracker, and other Google services that place cookies on browsers visiting our websites. These cookies are set and read by Google, and they are used to increase the effectiveness of our websites for our visitors. To opt out of Google tracking, please visit [this page](#).

We may use Google AdWords remarketing to market our sites across the web, which places a cookie on browsers visiting our sites. Google reads these cookies and may serve ads on other

sites based on pages and products viewed on our sites. You may opt out of this advertising program by visiting [Google's opt out page](#). If you are concerned about 3rd party cookies served by other networks, you should also visit the [Network Advertising Initiative opt-out page](#).

We use Hubspot marketing platform and CRM to collect insights on user behavior and manage our content marketing to subscribers and contacts who provide us with their contact information for the purpose of communications.

### **Email Addresses**

Email addresses provided to us for the purpose of communicating or inquiries are used in the course of communications regarding services and will be added to our email marketing list- with the option to opt out at any time. Email addresses provided to us by those opting in to our newsletters and marketing communications are used to inform participants of sales, promotions, events and activities we feel might be of interest to our subscribers. It is the policy of de Novo Alternative Marketing, LLC not to sell, rent, lease or otherwise distribute email addresses of our customers or subscribers to any third parties for any purpose.

With our customers' permission, we may use their personal information gathered via our website to inform them of products or services available from de Novo. When collecting information that might be used to contact subscribers about our products and services, we will always provide the opportunity to opt-out of receiving such communications. Moreover, each e-mail communication we send includes an unsubscribe link allowing customers to stop delivery of that type of communication. If they elect to unsubscribe, we will remove them from the relevant list immediately.

### **Data Storage/Data Retention Policy**

Records of online customer communications are stored securely on our servers and platform, and accessible to members of de Novo's employees. We will retain records of those communications unless requested otherwise by the contact. We consider our contacts, whether they are active clients or not, an active contact in the course of doing business, unless otherwise requested.

### **Credit Card Information**

Credit card information collected from customers is used to process payment for invoices and will not be stored by de Novo. We accept credit cards via our secure payment system.

### **Our use of web analytics**

de Novo Alternative Marketing, LLC uses industry standard web analytics to track web visits. Users may opt out of web analytics by installing the following tools on their computer. Please visit <https://tools.google.com/dlpage/gaoptout> for more information.

### **Disclosure of personal information**

Except as described below, personal information provided to de Novo Alternative Marketing, LLC through our website will not be shared outside of de Novo without permission. de Novo Alternative Marketing, LLC contracts with other companies to provide services on our behalf, such as hosting websites, sending out information, processing transactions, and analyzing our websites. We provide these companies with only those elements of our customers' personal information they need to deliver those services. These companies and their employees are prohibited from using that personal information for any other purpose.

We may disclose personal information if required to do so by law or in the good-faith belief that such action is necessary to comply with legal requirements or with legal process served on us, to protect and defend our rights or property, or in urgent circumstances to protect the personal safety of any individual.

### **Security**

de Novo Alternative Marketing, LLC is committed to protecting the security of the non-public personal information shared with us by our contacts. We maintain physical, electronic and procedural safeguards to help protect that non-public personal information from unauthorized access, use, or disclosure. Our payment processing systems, as well as those of our partners in payment processing, are PCI compliant, using industry-standard Secure Socket Layer (SSL) technology to encrypt sensitive customer data both in transit and in storage. This technology is designed to prevent unauthorized persons from accessing your personal information in the course of a transaction.

### **Reviewing personal information**

Contacts may request to review and correct any personal information collected via our websites, or request de Novo Alternative Marketing, LLC to stop using it by completing our [Contact Us](#) form. We may take steps to verify the identity of the person making the request before providing any access to personal information. Contacts can help us to maintain the accuracy of their information by notifying us of any change to their mailing address, phone number, or e-mail address.

### **Children's online privacy**

de Novo Alternative Marketing, LLC is committed to protecting the online privacy of children. Our websites and online marketing activities are designed and intended for a general audience, and are not meant to market directly to children. To protect the privacy of children, de Novo Alternative Marketing, LLC websites and mobile applications do not knowingly collect personal information from anyone under the age of 13 without prior parental consent. If you believe we may have collected information from your child without your consent, please use our [contact form](#) to inform us of this collection, and we will work to correct the situation in a timely manner.

### **Links to other sites**

Our websites may contain links to other sites and content such as social media, video archives, professional, non-profit and government organizations, and publications. We also link to third-party providers that host, maintain and operate a variety of web-based services. While we try to link only to sites and services that share our high standards and respect for privacy, we are not responsible for the content, security, or privacy practices employed by other companies and their sites.

### **Compliance with the General Data Protection Regulation (GDPR)**

de Novo's procedures and policies meet the general spirit of GDPR. In the event of a security breach of our contact's private data, all reporting protocols will be met. Data collection will be considered valid until a contact requests to be removed from communications, have their data deleted or otherwise requests clarification on data use.

Should a contact residing in the EU at the time submit their information, de Novo will follow GDPR requirements as they pertain to all policies stated within this statement.

**Enforcement of this privacy statement**

Questions regarding this statement or our handling of personal information should be addressed through our [Contact Form](#). We will promptly address any concerns and strive to reach a satisfactory resolution.

**Changes to this privacy statement**

de Novo Alternative Marketing, LLC may occasionally update this privacy statement. When we do, we will revise the "last updated" date at the top of the privacy statement.