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At Midwest Data Center, we are aware of our responsibilities and are dedicated to protecting the privacy rights of every customer. We are highly sensitive to the privacy of our customers and will keep their name, address and any other information confidential.

### **Permission-Based Marketing Policy**

Midwest Data Center may send Emails to individuals or businesses with whom they have an existing relationship or who have expressly indicated through an opt-in process that they want to receive Email communication. If a customer chooses to use an opt-in list, they must provide Midwest Data Center with the source of that information. Additionally, the customer will be required to include verbiage in the email body explaining that the recipient is receiving the Email based on the fact that they previously indicated an interest in receiving this type of Email communication.

### **Unsubscribing from Midwest Data Center Emails.**

Each marketing email sent through Midwest Data Center's email system contains an easy and automated way to unsubscribe from receiving emails from the sender. You may also change your expressed interests at any time. If you wish to unsubscribe or change your interests, simply follow the instructions at the bottom of any marketing email. If you have received an unwanted email sent by Midwest Data Center's email system, please forward a copy of the email with your comments to [marketing@mwdata.net](mailto:marketing@mwdata.net).

### **Will your information be shared, sold or rented?**

We will never share, sell, or rent personal information unless ordered by a court of law. Information submitted to us is only available to employees responsible for managing this data.

### **Confirmed Opt-In**

Midwest Data Center has taken a proactive measure in permission-based marketing by adopting opt-in procedures into our website email collection tools used by Midwest Data Center and many of our clients. Anytime someone subscribes to our clients' emails using our information collection tools, they will be sent an email informing them of their recent subscription. If they did not sign up, they may unsubscribe immediately.

### **Privacy Policy**

Midwest Data Center is committed to protecting your online privacy. This Privacy Policy is incorporated  
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into and subject to the Terms and Conditions of the use of our website. By using our website, you pledge to abide by those Terms and Conditions. We uphold the highest industry standards in online privacy and permission marketing.

### **The Information We Collect**

Midwest Data Center's registration forms require users to give us contact information that may include name, email address, address and facts about you and/or your company.

Midwest Data Center does not share any of your personal information with third parties. Please note that you are under no obligation whatsoever to provide this extra personal information in order to continue to receive your periodic promotion and special event news.

### **Website Usage Information**

Midwest Data Center uses your IP address to help diagnose problems with our server and to administer our website. We use tracking information to determine which areas our site users visit based on traffic to those areas. Midwest Data Center does not track what individual users read, but rather how often each page is visited. This helps us maintain a superior and informative website for you.

### **Your Email Lists and Databases**

Midwest Data Center and its parent company will never sell, rent, share or otherwise make available your email lists and/or databases to anyone except internal support personnel who may be assisting you in troubleshooting your account. Midwest Data Center is not in the business of selling data.

### **Security and Privacy**

Midwest Data Center uses security measures to protect against the loss, misuse and alteration of the information under our control. We store the information in a secure environment at our data center. We will never sell, rent or share individual or business information with anyone unless ordered by a court of law. Information submitted to us is only available to employees managing this information for purposes of contacting you or sending you emails based on your subscriptions as well as supporting the services we provided you.

### **Permission Opt-In**

When subscribing to an email newsletter, our members and their subscribers are given the opportunity to 'opt-in' to having their information used for purposes not directly related to our site. Users of our site will never be collected by any outside parties. We do this to ensure that our users can make an informed choice as to whether or not they should proceed with services that require an outside party.

### **Tracked Information**

On occasion, we will use your IP address to help diagnose problems with your services. We also may



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track browser types to help us understand our visitors' needs as they relate to our website design. There is an optional section of our website where input forms require your name, company and email address. This form provides the ability to opt-in to receiving future emails of any kind from Midwest Data Center. If you opt-in to receiving email communications from us, then we may send information to you on our products or services. You may review and change your information at any time by clicking on the "modify profile" link found at the bottom of emails sent via our system, or by contacting us at [marketing@mwdat.net](mailto:marketing@mwdat.net).