

Privacy Policy

Effective Date – August 01, 2017

Summary:

This document details the practices, policies and technologies we employ to collect, maintain, and safeguard your data. The executive summary is that we don't share, sell, broker or trade any customer data – neither our own customers nor their subscribers – ever, to anyone, under any circumstances. We don't employ any tactics or technology that is considered to be clandestine, sneaky, obfuscated or otherwise creepy. Nor do we put up any barriers between our customers and the subscriber data they have collected. We strive to be the best possible citizen of the Internet.

Notification of Privacy Policy Changes:

We may update this privacy statement to reflect changes to our information practices. If we make any material changes we will advertise it on our application, main corporate website, and blog. We encourage you to periodically review this page for the latest information on our privacy practices.

ContentScaler, an IICIE Inc. entity Policy:

The privacy of your data is of paramount importance to ContentScaler. The following Privacy Policy details the rules and procedures by which ContentScaler and IICIE Inc. collect, manage and use the personal information of customers and prospects. ContentScaler and IICIE Inc. will never license, trade, sell, or otherwise transfer the personal data of its customers or prospects without the consent of the customer or prospect. ContentScaler and IICIE Inc. utilizes great care in keeping customer information secure and private.

Information You Give Us/What We Do With It:

At certain points in its relationship with customers and prospects, ContentScaler and/or IICIE Inc. is given personal information. These instances include:

During the account provisioning process, customers provide ContentScaler with contact and billing information. This information is gathered via off-line means and maintained in ContentScaler and IICIE Inc.'s corporate files. This information is added to ContentScaler and IICIE Inc.'s financial, CRM, and ticketing applications (for customer support and billing purposes) as well as the admin area of the application. In addition, the email addresses collected are added to ContentScaler and IICIE Inc.'s monthly newsletter list so that new customers may receive news and updates about ContentScaler and IICIE Inc.

Information is gathered during the marketing process, also. Prospects may visit a ContentScaler or other IICIE Inc. websites/web property to request a product demonstration, to sign up for a webinar, and/or to be added to ContentScaler and IICIE Inc.'s newsletter list. This information is stored in ContentScaler and IICIE Inc.'s CRM system and email addresses are added to ContentScaler and IICIE Inc.'s newsletter list.

Email addresses and other contact information is captured when customers email their help requests to ContentScaler / IICIE Inc.'s customer support department. This data is stored in ContentScaler and IICIE Inc.'s ticketing system. Email addresses are added to the newsletter list and, periodically, are used to solicit feedback on the customer's experience.

ContentScaler and IICIE Inc. host data for its customers. This data may contain sensitive information. ContentScaler and IICIE Inc. entity has no control over how data in its system was gathered. However, it encourages customers to never import this type of data due to general internet security concerns. For recipients with privacy concerns, ContentScaler and IICIE Inc. will:

Suppress your email address from the offending account or system-wide, and/or

Broker communications between the recipient and the owner of the data.

Customers may avail themselves to ContentScaler and IICIE Inc. entity tools that gather data, such as surveys or event registration pages. ContentScaler and IICIE Inc. entity does not control the type of information our customer's request. Nor does it control the information recipients provide. For recipients with privacy concerns, ContentScaler and IICIE Inc. will take the same steps as detailed above.

Warning on Transferring Personal Sensitive Information into ContentScaler or other IICIE Inc. web properties:

ContentScaler and IICIE Inc. will never ask its prospects or customers for any sensitive personal information, including but not limited to social security number, health or financial information. Credit card information is an exception when a customer prefers this payment method. In these cases, the customers' credit card information is stored in a third party bookkeeping application. Credit card information will never be transferred to ContentScaler or IICIE Inc. over the internet.

Customers are advised NOT to include ANY of this type of information in ANY of its messages due to general internet security concerns. Accordingly, ContentScaler and IICIE Inc. strongly recommends that customers NEVER populate any of this type of information into ContentScaler or any other IICIE Inc. system.

No Information Collected from Minors:

MINORS UNDER THE AGE OF 18 SHOULD NOT PROVIDE ANY PERSONALLY IDENTIFIABLE INFORMATION AND/OR OTHER INFORMATION, INCLUDING THEIR EMAIL ADDRESS, TO CONTENTSCALER or IICIE INC. CONTENTSCALER or IICIE INC. ALSO DOES NOT KNOWINGLY ACCEPT PERSONALLY IDENTIFIABLE

INFORMATION AND/OR OTHER DATA FROM ANY SUCH USERS OF ITS WEBSITES AND/OR ANY THIRD PARTIES.

Removal from ContentScaler and IICIE Inc. Lists:

All messages distributed by ContentScaler and IICIE Inc. to its customers include a link to an unsubscribe mechanism. By clicking the link, you are removed from the mailing list. If you are receiving unwanted corporate messages from ContentScaler or IICIE Inc., simply click the unsubscribe mechanism.

ContentScaler and IICIE Inc. recommends to its customers the inclusion of an unsubscribe mechanism in ALL of their messages. It requires the inclusion of an unsubscribe mechanism in all commercial messages.

Credit Card Information:

While ContentScaler and IICIE Inc. does accept payment for its services by credit card, it does not collect customer's credit card information online. Users of ContentScaler or IICIE Inc.'s registration module have the option to configure their ContentScaler account to accept credit card payments via a merchant account. Customers must acquire and maintain their own merchant account. ContentScaler and IICIE Inc. does not provision, host, or maintain merchant accounts for customers. ContentScaler and IICIE Inc. merely acts a conduit for a registrant's credit card information. It does not store, capture, maintain, or hold in any fashion any credit card information. No credit card information of any kind is stored anywhere, any time on ContentScaler or any other IICIE Inc. system.

Security:

The security of your personal information is important to us. We follow generally accepted industry standards to protect the personal information submitted to us, both during transmission and once we receive it. No method of transmission over the Internet, or method of electronic storage, is 100% secure, however. Therefore, we cannot guarantee its absolute security. If you have any questions about security on our Web site or application, you can contact us at info@contentscaler.com .

Notice of Breach of Security:

ContentScaler and IICIE Inc. will notify you, as soon as possible, if security breach results in an unauthorized intrusion into our system which materially affects you or the contacts on your mailing lists, and will subsequently report the corrective action taken in response to the intrusion.

Removal of Data:

If you would like your information removed from ContentScaler and / or IICIE Inc.'s corporate list, contact us at info@contentscaler.com .

Web Beacons:

ContentScaler and IICIE Inc. messages use web beacons (1 x 1 pixel, invisible image that is embedded in the HTML version of an email message) to track if a message has been opened. Web beacons do not collect any personally identifiable information. Instead, they are used to measure recipient interest in the message content and to allow ContentScaler and IICIE Inc. to report on recipients that opened a given message and at what time. Recipients can block the web beacons by enabling image blocking in their browsers or opting to receive messages from ContentScaler and IICIE Inc. in a text only format.

Link Tracking:

ContentScaler and IICIE Inc. messages also can track when recipients click a message link. When a recipient clicks a link in a message, a request is made to ContentScaler and/or IICIE Inc.'s servers to execute the action associated with the link (e.g. download a document, launch a one-off email to a specific email address, visit an identified web page). ContentScaler and IICIE Inc. record the transaction and provides customers with related reporting. No personally identifiable information is collected or stored during this process.

Similarly, ContentScaler and IICIE Inc. collect users' agent information, such as the browser and operating system they are using to access ContentScaler. ContentScaler and IICIE Inc. record these transactions and provides customers with related reporting. No personally identifiable information is collected or stored during this process.

Cookies:

ContentScaler and IICIE Inc. uses "cookies" to store certain information about users' previous session in ContentScaler (e.g. customized views they have created within the app) and to track certain web pages recipients visit after clicking an email link. A cookie is a file sent to a web browser by a web server that is used to record a visitor's activities on a website. Cookies are not used to collect any personally identifiable information. Most web browsers provide users with the ability to disable cookies. With cookies disabled in a recipient's web browser, ContentScaler and IICIE Inc. cannot collect this information.

Links to Other Web Sites:

When customers and prospects link to a third-party website via ContentScaler, ContentScaler and IICIE Inc. does not have any control of, and is not responsible for, the content and privacy policy of the third party site. Some of these sites may collect personal information and visitors are responsible for reading and understanding the privacy policy of these websites.

Practices of Third Parties:

We cannot control, and are not responsible, for any third party's use of cookies, web beacons or other technology to collect information about an individual.

IP Address Monitoring:

ContentScaler and IICIE Inc. monitor the IP addresses of visitors to its corporate website, blog, and some of its social networking sites. This information is used to assess the value of the content located on these pages. ContentScaler and IICIE Inc. also monitor the IP addresses of users of the ContentScaler application. In addition to the reasons listed above, this is done also to analyze server problems, user trends, and for the general purpose of keeping the system optimized. ContentScaler and IICIE Inc. also collect IP information on our customer's recipients who open an email message to show their location on a U.S.-based and international scale. No personally identifiable information is collected during any of these processes.

How To Report a Privacy Violation:

If you have any questions regarding our privacy policy or would like to report a violation, contact us at info@contentscaler.com.