



[content • strategy • social • marketing]

We Write. You Shine.

# SJC Marketing Privacy Policy

SJC Marketing is dedicated to protecting your privacy while on SJC Marketing. Please read our policy to understand how we may use your personal information while on our sites and how we work to ensure your online experience with us secure.

## Key Definitions

**Content Provider:** a third-party that owns a white paper, magazine or other document and allows SJC Marketing to link to or display that document.

**User:** any person viewing any page of SJC Marketing.

**Profile Information:** information you provide which may include, but shall not be limited to: name and corporate title, the name of your company and the department in which you work, your industry group, country, zip code, telephone number, and various industry questions.

**Third-party Content:** the white papers, analyst reports and other documents available through SJC Marketing and owned by Content Providers.

## Cookies

From time to time, a cookie may be sent from SJC Marketing to a user's hard drive. Cookies remember information about the user to be recalled later. Cookies are designed to improve the experience as they are commonly used to customize pages for you based on your browser type or other preferences or information you may have provided the website.

Our business partners may also use cookies on our site, however we have no access to or control over these cookies.

We use these technologies for the following general purposes:

1. To help us recognize your browser as a previous visitor and save any preferences that may have been set while your browser was visiting SJC Marketing.
2. To help us customize the content and website experience provided to you. For instance, when you access a page on SJC Marketing, a cookie is automatically set by us, our service providers, or our partners to recognize your browser as you navigate on the Internet and to present you with information based on your apparent interests.
3. To help measure and research the effectiveness of website features and offerings, advertisements, and email communications. For instance, we work with third-party service providers to collect data about your use of SJC Marketing and the pages you visit for purposes of conversion tracking and serving ads targeted to your interests as you visit other websites and to determine which emails you open and act upon.

## Information Collection and Use

SJC Marketing collects Profile Information on SJC Marketing.com when you register and request certain content from our Content Providers.

You may opt not to provide information to us, however, a completed Profile is required in order for you to enjoy the benefits of being a registered member of our site. You can update your account Profile Information and/or close your account at any time.

As a registered SJC Marketing member, you will be able to adjust your choices at any time. Please note that we reserve the right to send you other communications, including service announcements, transactional messages, telemarketing calls, administrative messages, offers and surveys relating to your SJC Marketing account, without offering you the opportunity to opt out of receiving them.

If you do not wish to have your email address or other contact information used by us to promote our own or third parties' products or services, you have the option to opt-out as described in any email we send and or request to be placed on our Do Not Call list.

Our revenue is driven mainly from advertising, therefore collecting information is vital to keep our services affordable to users. Your Profile Information is shared with the Third-Party Content Creator when you register to access their content. The use of that information is then governed by their privacy policy and may be used by the Content Provider for follow up by telephone, email, direct mail or other common methods. You should contact these Content Providers directly if you have any questions about their use of this information. If you do not want this information disclosed to a Content Provider, do not request Third-party Content.

Where personal data is collected on our site, SJC Marketing attempts to provide a link to this policy.

## Security

SJC Marketing takes every precaution to protect user information. When users submit sensitive information via SJC Marketing or branded websites the information is protected both online and offline.

When our registration/order form asks users to enter sensitive information (i.e. credit card number or social security number), that information is encrypted and is protected with SSL encryption software.

While we use SSL encryption to protect sensitive information online, we also do everything in our power to protect user information offline. All user information is restricted in our offices. Only employees who need the information to perform a specific job (e.g. billing clerks or customer service representatives) are granted access to personally identifiable information, and then only through password protected access. Furthermore, all employees are kept up-to-date on our security and privacy practices. When new policies are added, our employees are notified and/or reminded about the importance we place on privacy and what they can do to ensure our customers' information is protected.

While SJC Marketing will work very hard to maintain secure sites, no data transmission on the Internet can be guaranteed.

## **Automatic Information Collection**

We automatically collect some information about your computer when you visit SJC Marketing.com. We will collect session data, including the time at which you visited our Site, your IP address, web browser software, referring website, information collected through cookies, web beacons, and other tracking technologies, such as those highlighted in any Google Analytics report. We also will collect information about your online activity, such as content viewed, pages visited, and keywords searched or used. One of our goals in collecting this automatic information is to help us understand the interests of our users and customize the user experience.

## **Third-party use of cookies and other tracking technologies.**

Some content or applications, including advertisements, on the SJC Marketing are served by third parties, including analytic platforms, advertisers, ad networks and servers, content providers, application providers, and providers of products and services listed on SJC Marketing. These third parties may use cookies, alone or in conjunction with web beacons or other tracking technologies, to collect information about you. The information they collect may be associated with your personal information or they may collect information, including personal information, about your online activities over time and across different websites and other online services. They may use this information to provide you with interest-based (behavioral) advertising or other targeted content.

We do not control these third parties' tracking technologies or how they may be used. If you have any questions about an advertisement or other targeted content, you should contact the responsible provider directly.

## **Log Files**

IP addresses are used to analyze trends, administer the website, track user movement, and gather broad demographic information for aggregate use. IP addresses are not linked to personally identifiable information.

## **Sharing**

As covered above, SJC Marketing collects Profile Information on SJC Marketing when you register to request certain content from our Content Providers. The request process prompts you to complete your account Profile Information.

When you register to access a Content Provider's said content, the use of that information is governed by their privacy policy and may be used by the Content Provider for follow up by telephone, email, direct mail or other common methods. You should contact these Content Providers directly if you have any questions about their use of this information. If you do not want this information disclosed to a Content Provider, do not request Third-party Content.

By virtue of our relationship, SJC Marketing partners may obtain profile information that visitors voluntarily submit at time of Third-party Content request. SJC Marketing has no control over the third-party sponsors' use of this information.

1. Third-party vendors who provide services or functions on our behalf, which may include business analytics, customer service, marketing, distribution of surveys or promotion programs, payment processing, and fraud prevention. We may also authorize third-party

vendors to collect information on our behalf, including as necessary to operate features of SJC Marketing. Third-party vendors have access to and may collect information only as needed to perform their functions and are not permitted to share or use the information for any other purpose.

2. Business partners with whom we may offer products or services in conjunction. You can tell when a third-party is involved in a product or service you have requested because their name will appear either with ours or separately. If you choose to access these optional services, we may share information about you, including your personal information, with those partners. Please note that we do not control the privacy practices of these third-party business partners.
3. Business partners and the public with whom we may share aggregated, non-personally identifiable information. This is information that is recorded about a user or activity on SJC Marketing, such as the automatic information described above, which no longer reflects or references an individually identifiable user. We may share this aggregated, non-personally identifiable information with our business partners to provide their own services to others, such as behavioral advertising or business analytics services. We also may share this aggregated, non-personally identifiable information publicly to show, for example, trends in technology products and services purchases or rankings amongst providers of such products and services based on aggregated reviews and comments.
4. Social Media Services. You can choose to access certain third-party social media websites and services through our site (such as LinkedIn and Twitter). When you do so, you are sharing information with those sites, and the information you share will be governed by their privacy policies. You may also be able to modify your privacy settings with these third-party social media web sites.

## Links

There may be several publication qualification forms that are linked directly on our partner's site. Although we strongly encourage our partners to employ similar security measures, we cannot be responsible for the privacy practices of other sites. This privacy statement applies solely to information collected by the SJC Marketing website.

## Newsletter

As part of your SJC Marketing membership, you will receive periodic email newsletter updates offering you access to contextually relevant free resources, offers, and content related to your Profile Information as well as your historical content consumption behavior.

## Choice / Opt-Out

Users who no longer wish to receive our information or information from our partners may opt-out of receiving these communications by clicking on the unsubscribe link contained in all email communications. Opting out from receiving our emails will place your membership stats into a "Read Only" state meaning that you can only consume/interact with the content you have historically already requested. Requesting any new content will consequently trigger your account in an "Active" status which would then reintroduce you to receiving our email newsletter updates. SJC Marketing users are always notified when their information is being collected by any outside parties. We do this so our users can make an informed choice as to whether they should proceed with services that require an outside party.

## **Notification of Policy Changes**

SJC Marketing Corporation is committed to safeguarding your privacy online. As this policy may change from time to time we encourage you to check back periodically.

We will use information in accordance with the privacy policy under which the information was collected. However, if at any point we decide to use personally identifiable information in a manner different from that stated at the time it was collected, we will notify users by way of an email. Users will have a choice as to whether or not we may use their information in this different manner.

## **Visiting our Site from outside the United States.**

If you are visiting SJC Marketing from outside the United States, please be aware that your information may be transferred to, stored, and processed in the United States where our servers are located and our central database is operated. The data protection and other laws of the United States and other countries might not be as comprehensive as those in your country, but please be assured that SJC Marketing takes steps pursuant to laws in the United States to ensure that your privacy is protected. By visiting SJC Marketing or using our services, you understand that your information may be transferred to our facilities and those third parties with whom we share it as described in this Privacy Policy.

## **Your California privacy rights.**

California Civil Code Section 1798.83 permits California residents to request certain information regarding our disclosure of personal information to third parties for their direct marketing purposes. To make such a request, please email [privacy@SJC Marketing](mailto:privacy@SJC Marketing).

## **Children's privacy.**

The SJC Marketing site is a general audience site and does not offer services directed to children under 13 years of age. No one under age 13 may provide any information to or on SJC Marketing. We do not knowingly collect personal information from children under 13. If you are under 13, do not use or provide any information on SJC Marketing or on or through any of its features, do not register on SJC Marketing, use any of the interactive or comment features of SJC Marketing, or provide any information about yourself to us, including your name, address, telephone number, email address, or any screen name or user name you may use. Should an individual whom we know to be a child under age 13 send personal information to us or should we learn that we have collected or received personal information from a child under 13 without verification of parental consent, we will delete or destroy such information as soon as reasonably possible. If you believe we might have any information from or about a child under 13, please contact us as directed below.

## **Additional Questions**

If you have any questions about the security at our website, please send an email to [privacy@SJC Marketing](mailto:privacy@SJC Marketing).

# SJC Marketing Disclaimers, Copyright and Trademark Statements

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