



Direxxis Privacy Policy

Revision Date: April, 2008

Introduction

To underscore our commitment to privacy, Direxxis has adopted a privacy policy for our customers, our business, and consumers whose information we may store. This policy reflects and implements our corporate privacy principles.

If you have questions or concerns regarding our policy, you should contact us at:

Direxxis Inc.
250 First Ave.
Needham, MA 02494
Telephone: 781.444.7900
Fax: 781.444.7909
E-mail: privacy@direxxismarketing.com

Information Collection

Direxxis acquires, stores, processes, and manages consumer data, on our clients' behalf, for the purposes of creating and executing direct marketing programs. We do not collect consumer information directly from individuals, on websites or otherwise, unless it is for the purpose of opting out of direct marketing programs.

Use of Data

Our data resources are used exclusively to drive direct marketing programs for our clients. This may be in the form of direct mail, email, telemarketing services or other well known outbound marketing channels. We do not re-sell any data provided to us on behalf our clients or data provided to us directly by consumers. We may re-sell consumer data to 3rd parties, but only data that already exists in the public domain.

Consumer Choice

At Direxxis we firmly believe that consumers should have choice as it relates to receiving marketing offers from our client programs. If you would like to opt-out of these programs, please contact us at the address listed above, or send an e-mail to: privacy@direxxismarketing.com.

Access and Correction

As an information company, we know the importance of accurate data. Therefore, we strive to maintain the accuracy of the information within our data resources. Furthermore, we believe that the consumer is invaluable in ensuring that data is complete and accurate. If we are presented with a request for access or correction of data, we will make every attempt to ensure the source data is corrected, by informing our clients and data provider(s). Such requests should be directed to the address listed above, or send an e-mail to: privacy@direxxismarketing.com.

Information Security

We take steps to protect against the loss, misuse, or unauthorized alteration of personally-identifiable information stored at Direxxis. We recognize the importance of security for all consumer information we may store on our client's behalf. We exercise care in providing secure storage and transmission of consumer information on our servers.

Once we receive consumer information, we take steps to protect its security on our systems. In the event we request or transmit sensitive information, we use industry standard encryption technology.

We limit access to consumer information to those employees who need access in order to carry out their job responsibilities.

Policy Changes

We may revise this privacy policy from time to time.