

This Privacy Policy tells you:

- What information we collect
- How we use that information
- How we may share that information
- How we protect your information
- Your choices regarding your personal information

Information We Collect

Information You Give Us

We receive and may store any information you enter on our websites or otherwise give to us. For example, we collect information from you when you place an order, create an account, call us with a question, provide a referral, write a review, or use any of our services.

The information we collect from you includes things like:

- Your name
- Your mailing address
- Your e-mail address
- Your phone number
- Your credit card number and other payment information
- Credit application information, such as your Social Security Number
- Demographic and lifestyle information, such as age, personal interests and product preferences

It may also include information you give us about other people, such as the name and address of a referral(s).

Information From Other Sources

We may also receive information about you from other sources, including third parties that help us update, expand and analyze our records and identify new customers.

Automatic Information

Like many other websites, we also collect information through cookies and other automated means. Cookies are commonly used by websites to save data on your computer. The information we collect from cookies may include your IP address, browser and device characteristics, referring URLs, and a record of your interactions with our websites. We use cookies to create a more personalized service experience on our websites.

One type of cookie may allow us to identify you as a particular customer when you visit our websites and to link your activities on our websites to your other interactions with us. In combination with other information we collect, this cookie may facilitate the tailoring of advertisements and offers to you, sometimes in connection with interest-based dissemination of information, interaction and marketing.

To help us understand and enhance our interactions with visitors to our websites, we may permit web analytics providers to collect information on our websites using automated tools like cookies or web beacons. We also may share personal information with those providers. We may have similar arrangements with interest-based advertisers. Interest-based advertising is covered in more detail below.

Public Forums

Our website offers publicly accessible blogs or community forums. You should be aware that any information you provide in these areas may be read, collected, and used by others who access them.

How We Use the Information We Collect

We use the information we collect for things like:

- Fulfilling orders and requests for products, services or information
- Tracking and confirming online orders
- Delivering or installing products
- Managing our loyalty program
- Marketing and advertising products and services
- Conducting research and analysis
- Establishing and managing your accounts with us
- Communicating things like special events, sweepstakes, promotions and surveys
- Processing our credit card or loyalty MasterCard applications
- Identifying you on our websites and tailoring advertisements and offers to you (both on our websites and on other websites) based on your interactions with us, whether in person, via e-mail or mail, over the phone or online
- Facilitating interactions with DataLink Interactive, Inc. and others, such as enabling you to email a link to a friend
- Operating, evaluating and improving our business

Data Retention

We will retain your information for as long as your account is active or as needed to provide you services, comply with our legal obligations, resolve disputes, and enforce our agreements.

How We Share the Information We Collect

DataLink Interactive, Inc. does not sell, rent or trade your personal information to third parties.

We may share your information with third parties to perform services on your behalf such as:

- Fulfilling orders
- Delivering packages
- Scheduling and performing installations
- Servicing products
- Maintaining our loyalty program
- Sending marketing communications
- Fulfilling subscription services
- Conducting research and analysis
- Applying for credit cards and processing credit card payments
- Providing chat functions

Sometimes we may be required to share personal information in response to a regulation, court order or subpoena. We may also share information when we believe it's necessary to comply with the law. We also may share information to respond to a government request or when we believe disclosure is necessary or appropriate

to protect the rights, property or safety of DataLink Interactive, Inc., our customers, or others; to prevent harm or loss; or in connection with an investigation of suspected or actual unlawful activity.

We may also share personal information in the event of a corporate sale, merger, acquisition, dissolution or similar event.

We may share personal information in connection with financial products or services related to our business such as private label credit cards. We also may share personal information in connection with co-branded product or service offerings. For example, when you apply for our credit card, we may share your personal information with our banking partners that issue the card.

How We Protect the Information We Collect

We use reasonable security measures to protect the confidentiality of personal information under our control and appropriately limit access to it. We cannot ensure or warrant the security of any information you transmit to us, and you do so at your own risk.

We use a variety of information security measures to protect your online transactions with us. The DataLink Interactive, Inc. website uses encryption technology, such as Secure Sockets Layer (SSL), to protect your personal information during data transport. SSL protects information you submit via our website such as ordering information including your name, address and credit card number.

By submitting your personal information or data to us (whether directly or through this website), you consent and agree that we may collect, store, use, process, transfer, and share your personal information as described in this Policy.

Your Choices Regarding the Information We Collect

You may choose to:

- Stop receiving marketing or promotional e-mails, direct mail, phone and mobile marketing communications
- Update and correct your personal information
- Cancel your account or request that we no longer use your information to provide you services
- Request removal of your personal information from our blog or community forum

To do any of these, let us know by one of these methods:

- Follow the directions in a marketing e-mail or direct mail or mobile communication that you receive from us.
- Call 410-729-0440 with your request and current contact information.
- Send an e-mail with your request and current contact information to info@datalinktech.com
- Send a letter with your request and current contact information to:

DataLink Interactive, Inc.
1120 Benfield Boulevard
Suite G
Millersville, MD 21108
Attention: Privacy Policy

Interest-Based Advertising

We may sometimes use third-party advertising companies to display ads when you visit our websites or other sites on the Internet. These companies may collect information about your visits to this and other websites. We may also share personal information with these companies. In either case, the purpose is to provide ads about products and services that may be of interest to you.

Protecting Children's Privacy

We are committed to protecting children's privacy on the Internet and we do not knowingly collect personal information from children under the age of 13.

Links to Other Websites

Our websites link to other websites, many of which have their own privacy policies. Be sure to review the privacy policy on the site you're visiting.

Privacy Policy Updates

We may need to update our Privacy Policy as DataLink Interactive Inc. and our customers grow and evolve. If we make significant changes to the Privacy Policy, we'll post a prominent message on our website(s).

Have Questions?

If you have any questions about our Privacy Policy, we'll do our best to answer them. Here's how to contact us:

Phone:

410-729-0440

E-mail:

info@DataLinkTech.com

Address:

DataLink Interactive, Inc.
1120 Benfield Boulevard
Suite G
Millersville, MD 21108