

Printers Marketing Toolkit Privacy Policy

Effective Date: June 18, 2025

Printers Marketing Toolkit (“PMT,” “we,” “our,” or “us”) respects your privacy and is committed to protecting the personal and business information you share with us. This Privacy Policy explains how we collect, use, store, and protect your information, including information related to SMS communications.

By using our websites, software, services, or communication tools, you agree to the practices described in this Privacy Policy.

1. Information We Collect

We collect the following categories of information:

a. Information You Provide

- Name, company name, email address, phone number
- Billing and payment information
- Account credentials
- Content uploaded to the platform
- Messages sent through chat, email, or SMS tools

b. Information Collected Automatically

- IP address
- Browser type and device identifiers
- Time zone and approximate location
- Usage data and interaction logs
- Cookies and analytics data

c. Customer and Contact Data

If you upload customer, lead, or contact records into PMT or Market Que, that data is processed solely on your behalf and under your instructions. PMT acts as a data processor for this information.

2. How We Use User Data

We use collected information to:

- Provide, operate, and improve our services
- Process transactions and manage accounts
- Deliver customer support and respond to inquiries
- Send service-related notifications and updates
- Power automation workflows, including SMS and email messaging
- Monitor system performance and prevent fraud or misuse
- Comply with legal and regulatory obligations

We do not sell personal information.

3. SMS Opt-In & Mobile Communications

SMS Opt-In

By providing your mobile number and opting into SMS communications, you consent to receive text messages from Printers Marketing Toolkit and its platforms, including Market Que.

SMS messages may include:

- Appointment reminders
- Service alerts and platform notifications
- Customer support follow-ups
- Marketing or promotional messages (where consented)
- Workflow and automation alerts

Consent to receive SMS messages is **not** a condition of purchase.

Opt-Out

You may opt out at any time by replying **STOP** to any message. For help, reply **HELP**.

Message and data rates may apply.

4. Mobile Information Sharing Statement (Required)

Mobile information will not be shared, sold, rented, or disclosed to third parties for marketing or promotional purposes.

Mobile data may only be shared with service providers who assist in delivering messaging services (such as SMS platforms), and only as necessary to provide those services and in compliance with confidentiality obligations.

We do not share or sell any phone numbers.

5. Cookie & Tracking Practices

PMT uses cookies and similar tracking technologies to improve functionality and analyze usage. These include:

- **Strictly necessary cookies** – required for core platform functionality
- **Analytics cookies** – used to understand platform performance and usage trends
- **Functionality cookies** – remember preferences and settings
- **Advertising cookies** – used where applicable and permitted

You can manage cookie preferences through your browser settings.

6. Data Security & Handling

We implement reasonable administrative, technical, and physical safeguards to protect your information, including:

- Encryption of data in transit
- Secure hosting environments with monitoring
- Role-based access controls
- Regular backups and vulnerability testing

Despite these safeguards, no system can be guaranteed 100% secure.

7. Data Retention

We retain personal and business information for as long as your account is active and for approximately **90 days after account termination**. Certain records may be retained longer for legal, compliance, or audit purposes.

8. User Rights

Depending on your location, you may have the right to:

- Access your personal information
- Request corrections or updates
- Request deletion of your data
- Object to or restrict certain processing

Requests can be submitted to:

 privacy@printersmarketingtoolkit.com

9. U.S. State Privacy Rights

Residents of states such as California, Virginia, Colorado, Connecticut, Utah, Texas, and Tennessee may have additional rights under applicable privacy laws, including the right to opt out of certain data uses or appeal denied requests.

We will respond within legally required timelines.

10. Children's Privacy

PMT services are not intended for individuals under the age of 13. We do not knowingly collect personal information from children. If such data is discovered, it will be deleted promptly.

11. International Data Transfers

If you access PMT from outside the United States, you understand that your information may be transferred to and processed in the United States, where privacy laws may differ.

12. Incident Response

In the event of a data breach involving personal information, we will notify affected users as required by law and take reasonable steps to mitigate harm.

13. Data Processing Addendum (DPA)

For customers uploading contact or customer lists, PMT acts as a data processor. A Data Processing Addendum is available upon request.

Contact: privacy@printersmarketingtoolkit.com

SMS Opt-In Details

By providing your mobile phone number and submitting a form, registering for services, or otherwise consenting to communications, you agree to receive SMS text messages from Printers Marketing Toolkit and Market Que.

SMS messages may include, but are not limited to:

- Appointment reminders
- Customer service communications
- Account notifications and service updates
- Billing notifications
- Marketing or promotional messages (when consent is provided)
- Workflow alerts and automation notifications

Consent to receive SMS messages is not required as a condition of purchasing any goods or services.

Message frequency may vary based on your account activity and communication preferences.

You may opt out of receiving SMS messages at any time by replying **STOP** to any message. You may reply **HELP** for assistance.

Message and data rates may apply based on your mobile carrier plan.

Mobile Information Sharing Statement

Printers Marketing Toolkit does not sell, rent, or share mobile phone numbers or SMS consent information with third parties for marketing or promotional purposes.

Mobile information may only be shared with service providers who assist in delivering messaging services, such as SMS platform providers, and only to the extent necessary to provide messaging services. All such providers are contractually required to maintain the confidentiality and security of your information.

This language meets:

- Twilio compliance
- GoHighLevel compliance
- 10DLC registration requirements
- TCPA consent clarity
- Carrier privacy disclosure requirements

If you want my honest recommendation (this is where most companies get rejected)...

You should place this wording in **three places**:

1. Privacy Policy
2. Terms of Service
3. Form checkbox disclosure / landing page footer

14. Policy Updates

We may update this Privacy Policy periodically. Material changes will be posted on our website and may be communicated via email or platform notification.

15. Contact Information

For questions or concerns regarding this Privacy Policy:

 privacy@printersmarketingtoolkit.com

 support@printersmarketingtoolkit.com