

LeadQual PRIVACY POLICY

Effective March 1, 2007

Protecting the privacy of our users is very important to LeadQual. When you provide contact information to LeadQual, the information you provide to us is used to provide the services you have requested, to deliver email notifications to you, and from time to time, to validate your identity. Our data collection policies allow you to choose how much information you provide to us, and to control how we use that information. To find out more, please read on.

Information Collection & Use

LeadQual wants your experience to be satisfying and safe. Our data collection policies allow you to choose how much information you provide to us, and what LeadQual does with the information you supply. Your information will be kept within LeadQual unless you consent to our supplying all or a portion of your information to third parties as a part of one of our service offerings. However, if you tell LeadQual not to send you further emails, this instruction may be communicated to third parties who send email on LeadQual's behalf solely to allow us to comply with your instructions. LeadQual collects information online to allow you to use our services. Depending on the service you are accessing, you could be asked at various times to provide information such as your name, email address, contact phone number or other information related to lead generation or qualification. We request this information to deliver on the services you are requesting, and to allow us to provide our strongest value to you - a personalized online experience. Information collected online is often defined as being either anonymous or personally identifiable:

1. Anonymous Information refers to information that cannot be tied back to a specific individual. For instance, we may know that thousands of people have visited this Privacy Policy webpage, but we do not necessarily know their names, where they live, or their date of birth. What we collect from visits such as this constitutes anonymous information. Some of the individuals who access our services decline to use the personalization features that are available to them, and therefore those individuals are anonymous to us and the only data we collect about them is anonymous information.

2. Personally Identifiable Information refers to information that tells us specifically who you are, such as your name, email address or phone number. While you can search and browse some sections of our web site without providing any information, certain activities do require you to provide contact information. Registering with LeadQual may also cause a cookie to be issued; this cookie allows LeadQual to "recognize" you when you are on our site to allow us to personalize our service for you.

Anonymous Information

As is true of most Web sites, we gather certain information automatically and store it in log files. This information includes internet protocol (IP) addresses, browser type,

internet service provider (ISP), referring/exit pages, operating system, date/time stamp, and clickstream data.

We use this information, which does not identify individual users, to analyze trends, to administer the site, to track users' movements around the site and to gather demographic information about our user base as a whole.

We may link this automatically-collected data to Personally Identifiable Information.

We may use a third-party tracking service that uses cookies to track non-personally identifiable information about visitors to our site in the aggregate. For information regarding such service's data collection and privacy practices, please visit <http://www.google.com/privacy.html>.

Personally Identifiable Information

In order to use the basic features of this Web site, you need not provide any personal information. However, if you wish to receive a free ROI analysis, you must first provide us with your contact information as well as the services you are interested in. We use this information to contact you about the services on our site in which you have expressed interest. Depending on the services you have chosen to use, some or all of your Personally Identifiable Information may be used by LeadQual to provide such services. Personally Identifiable Information may also be provided to intermediaries and third parties who assist LeadQual in providing you with the service you request. Except as otherwise provided in this Privacy Policy, however, LeadQual will not share, rent or sell your information to third parties without your permission.

LeadQual is the sole owner of the information collected on www.LeadQual.com and www.management.leadqual.com. LeadQual may collect Personally Identifiable Information from our users at several different points on our Web site.

Special Offers and Updates

We may occasionally send you information on services, special deals, products and/or promotions.

Service-related Announcements

We will send you strictly service-related announcements on rare occasions when it is necessary to do so. For instance, if our service is temporarily suspended for maintenance, we might send you an email.

Generally, you may not opt-out of these communications, which are not promotional in nature. If you do not wish to receive them, you have the option to deactivate your account.

Customer Service

Based upon the Personally Identifiable Information you provide us, we may send you a welcoming email. We will also communicate with you in response to your inquiries, to

provide the services you request, and to manage your account. We will communicate with you by email or telephone, if you have provided such information.

Profile

We store information that we collect through cookies, log files, or clear gifs to create a “profile” of your preferences. We may tie your Personally Identifiable Information to information in the profile, in order to provide tailored promotions and marketing offers and to improve the content of the site for you.

Cookies

A cookie is a small text file that is stored on a user’s computer for record-keeping purposes. We may use cookies on this site. We may link the information we store in cookies to any Personally Identifiable Information you submit while on our site. We use both session ID cookies and persistent cookies. We use session cookies to make it easier for you to navigate our site. A session ID cookie expires when you close your browser. A persistent cookie remains on your hard drive for an extended period of time. You can remove persistent cookies by following directions provided in your Internet browser’s “help” file.

We may set a persistent cookie to store your passwords, so you don’t have to enter it more than once. Persistent cookies also enable us to track and target the interests of our users to enhance the experience on our site.

If you reject cookies, you may still use our site, but your ability to use some areas of our site, such as saving properties, will be limited.

Clear Gifs (Web Beacons/Web Bugs)

We may employ a software technology called clear gifs (a.k.a. Web Beacons/Web Bugs), that help us better manage content on our site by informing us what content is effective. Clear gifs are tiny graphics with a unique identifier, similar in function to cookies, and are used to track the online movements of Web users. In contrast to cookies, which are stored on a user’s computer hard drive, clear gifs are embedded invisibly on Web pages and are about the size of the period at the end of this sentence. We may tie the information gathered by clear gifs to our customers’ Personally Identifiable Information.

We may use clear gifs in our HTML-based emails to let us know which emails have been opened by recipients. This allows us to gauge the effectiveness of certain communications and the effectiveness of our marketing campaigns.

Links to Other Sites

This Web site may contain links to other sites that are not owned or controlled by LeadQual. Please be aware that we, LeadQual, are not responsible for the privacy practices of such other sites.

We encourage you to be aware when you leave our site and to read the privacy statements of each and every web site that collects personally identifiable information.

This privacy statement applies only to information collected by this web site.

Access to Personally Identifiable Information

If your Personally Identifiable Information changes, or if you no longer desire our service, you may correct, update, delete or deactivate it by contacting us at info@LeadQual.com.

Security

LeadQual operates secure data networks protected by industry standard firewall and password protection systems. Our security and privacy policies are periodically reviewed and enhanced as necessary, and only authorized individuals have access to the information provided by our customers. You the consumer are ultimately responsible for the security of your LeadQual Member Name and password. Please take care to store your Member Name separately from your account password, or better yet, choose a password that you don't need to write down at all.

Business Transitions

In the event LeadQual goes through a business transition, such as a merger, acquisition by another company, or sale of all or a portion of its assets as well as in the event of a bankruptcy, assignment for benefit of creditors or receivership, your personally identifiable information may be disclosed and will likely be among the assets transferred. You will be notified via prominent notice on our web site for 30 days of any such change in ownership or control of your personal information.

Legal Disclaimer

We reserve the right to disclose your Personally Identifiable Information as required by law and when we believe that disclosure is necessary to protect our rights and/or to comply with a judicial proceeding, court order, or legal process served on our web site.

Your Privacy Rights Regarding Third Party Sharing

To help service your requests, we may provide certain Personally Identifiable Information to third parties who may use this information for their own purposes, including sending advertising to you.

Changes in this Privacy Statement

If we decide to change our privacy policy, we will post those changes to this privacy statement and other places we deem appropriate so that you are aware of what information we collect, how we use it, and under what circumstances, if any, we disclose it.

We reserve the right to modify this privacy statement at any time, so please review it frequently.

Contact Us

If you have any questions or suggestions regarding our privacy policy, please contact us at info@LeadQual.com.