

# Social Samurai Privacy Policy

## What information do we collect?

Social Samurai (Samurai) is a software system that allows management of various forms of company information in an effort to assist you in various marketing, promotional and advertising pursuits with regard to services provided by New Media Retailer (NMR). This service is provided to NMR members free of charge. In offering this management system, you will be required to supply information relevant to those promotional pursuits.

To accomplish those efforts, you may be required to supply NMR with the following:

- Company Name, Address and other company profile information
- Your name, email address and other identifying information
- Account information for services (including but not limited to) Google, Facebook, Twitter, LinkedIn, YouTube, MailChimp and other services
- Promotional content including Events, Coupons, Photos, or any other information that may be published via your company's NMR provided website, email promotions or social media services

## What do we use your information for?

Any of the information we collect from you may be used in one of the following ways:

- Promotional information provided to NMR is published via your company's NMR provided website, email promotions or social media services
- Social Media and Search Engine accounts related to your company are used to manage analytical data and are used as multi-media publishing targets for promotional content
- Samurai end user accounts are used for the sake of logging into Samurai, tracking user activity and approving content

Your information, whether public or private, will not be sold, exchanged, transferred, or given to any other company for any reason whatsoever, without your consent, other than for the express purpose of delivering the purchased NMR product or service requested.

The email address you provide for your user account as well as for company information may be used to send you information and updates pertaining to your NMR account, in addition to receiving occasional company news, updates, related product or service information, etc.

## Do we use cookies?

Yes. Cookies are small files that a site or its service provider transfers to your computers hard drive through your Web browser (if you allow) that enables the sites or service providers systems to recognize your browser and capture and remember certain information.

We use cookies to understand and save your preferences for future visits and to manage browser session data. Failure to enable cookies will cause Samurai to fail in operation. Cookies are required for to use this system.

## Do we disclose any information to outside parties?

We do not sell, trade, or otherwise transfer to outside parties your personally identifiable information. This does not include trusted third parties who assist us in operating Samurai, conducting our business, or servicing you, so long as those parties agree to keep this information confidential. We may also release your information when we believe release is appropriate to comply with the law, enforce our site policies, or protect ours or others rights, property, or safety. However, non-personally identifiable visitor information may be provided to other parties for marketing, advertising, or other uses.

Third parties may include, but are not limited to, Rackspace, Google, Facebook, Twitter, LinkedIn, YouTube, MailChimp and other services required to carry out NMR contracted services.

Occasionally, at our discretion, we may include or offer third party products or services via Samurai. These third party sites have separate and independent privacy policies. We therefore have no responsibility or liability for the content and activities of these linked sites. Nonetheless, we seek to protect the integrity of our site and welcome any feedback about these sites.

## California Online Privacy Protection Act Compliance

Because we value your privacy we have taken the necessary precautions to be in compliance with the California Online Privacy Protection Act. We therefore will not distribute your personal information to outside parties without your consent.

As part of the California Online Privacy Protection Act, all users of Samurai may make any changes to their information at anytime by logging into <http://manager.newmediaretailer.com> and reviewing information for your company, locations, business partners and other profile data.

## Childrens Online Privacy Protection Act Compliance

We are in compliance with the requirements of COPPA (Childrens Online Privacy Protection Act), we do not collect any information from anyone under 13 years of age. Our website, products and services are all directed to people who are at least 13 years old or older.

## Terms and Conditions

Please also visit our Terms of Service for Samurai establishing the use, disclaimers, and limitations of liability governing the use of this site at <http://newmediaretailer.com>

## Your Consent

By using our site, you consent to our web site privacy policy.

## Changes to our Privacy Policy

If we decide to change our privacy policy, we will post those changes on this page. We reserve the right to modify this policy at our discretion. Samurai users are responsible for periodically checking this policy to stay informed of changes or additions.

## Contacting Us

If there are any questions regarding this privacy policy you may contact us using the information below.

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