

## **Privacy Policy**

JOHO Marketing has created this privacy policy in order to demonstrate our firm commitment to privacy.

The following statement discloses the information regarding gathering and dissemination practices for this website, as well as our philosophy and practices with respect to personal information.

### **Summary Statement**

As an organization committed to the advancement of small business, we want to give you the comfort and confidence you need to fully participate in our product & service offerings.

Toward that end, we have identified the following points as critical to maintaining our internet site.

1. Adequate notice of our practices with respect to personal information.
2. Choices about how the personally identifiable information that you provide us may be used.
3. The ability to easily update or correct the personally identifiable information that you provide us.
4. Protection of personally identifiable information from loss, misuse and unauthorized alteration.
5. Providing multiple methods of contact for you to share your opinions and concerns about our practices with respect to privacy of personal information.

### **Notice with Respect to Information Practices**

To maximize the value of our services, we may request information from you when you visit our website or use our services. When we collect information from you, we'll tell you what is being collected, how it is collected, by whom it is being collected, why it is being collected and to whom it may be disclosed. We identify the information that is necessary to fulfill your request. Whenever we ask for additional or optional information, we identify those fields appropriately so that you know what is required to provide the requested service.

When you register, we request certain personally identifiable information, including your name, address, phone number or email. We use this information to send you our newsletter and communicate with you about other matters that we believe you will find useful.

We may also use this information to communicate with you with respect to special offers available to active members. In addition, under certain circumstances we may share limited contact information with selected third parties such as selected online service providers, so that they may provide you with information about special offers.

### **Use of Cookies**

A "Cookie" is a small piece of information that our website may provide to your browser while you are at our site. Our site uses Cookies to deliver content specific to your interests.

You do not have to accept Cookies from our site. Only the areas that require registration require Cookies. Most browsers are defaulted to accept and maintain Cookies.

Third party tracking systems in use on behalf of this website may assign different Cookies to you. These Cookies may be used to track your involvement with certain links on our site to help us better understand and improve our site. You may choose not to accept these Cookies and will still have full access to site functionality. These Cookies do not follow you once you leave our site, nor are they linked to personal information you provide elsewhere on our site. If you have any questions about our third-party tracking system, please contact us at [michael@johomarketing.com](mailto:michael@johomarketing.com).

## **Website Usage Data**

Our website keeps track of usage data, such as the source address that a page request is coming from, as well as the IP address or domain name, the date and time of the page request, the referring website (if any) and other parameters in the URL. We use this data to better understand website usage in the aggregate so that we know what areas of our website users prefer.

This log information is not linked to personally identifiable information gathered elsewhere on the site.

## **Information Collection, Use, and Sharing**

We are the sole owners of the information collected on this site. We only have access to/collect information that you voluntarily give us via email or other direct contact from you. We will not sell or rent this information to anyone. We will use your information to respond to you, regarding the reason you contacted us. We will not share your information with any third party outside of our organization, other than as necessary to fulfill your request.

Unless you ask us not to, we may contact you via email on inquiries and services in the future to tell you about specials, new products or services, or changes to this privacy policy.

## **Newsletter Registration or Contact Us Form**

In order to use this website online newsletter registration or contact us form, a user must first complete the registration or contact us form. During registration or contact request, a user is required to give certain information (such as name and email address). This information is used to allow us to contact you about the products/services on our site in which you have expressed interest. At your option, you may also provide demographic information (such as gender or age) about yourself, but it is not required.

## **Required and Optional Information Fields**

We identify the information that is necessary to fulfill your request. Whenever we ask for additional or optional information, we identify those fields appropriately so that you know what is required to provide the requested service.

## **Service Providers**

On occasion we will outsource the completion of certain processes to third parties.

It may be necessary to share certain of your personal information to those third parties.

For example, if our newsletter is delivered through a third-party e-mail service, it will be necessary to supply that third party with your e-mail address.

Service providers are strictly prohibited from using your personally identifiable information for purposes other than to act on our behalf.

## **Changes to Our Privacy Policy**

If we plan to make significant changes to any of our privacy policies or practices with respect to how we use personally identifiable information, we'll provide appropriate notice of those changes on the [JOHO Marketing](#) website.

## **Choices about use of your Personally Identifiable Information**

You can tell us you do not want us to use or share the personal information for purposes other than fulfilling your request. We will provide you the opportunity to opt-out of secondary uses of personal information you provide us.

Simply notify us during the information collection process or contact us via email at [michael@johomarketing.com](mailto:michael@johomarketing.com).

## **Protection of personal information from loss, misuse and unauthorized alteration**

We employ industry recognized security safeguards to help protect the personal information that you have provided to us from loss, misuse and unauthorized alteration.

We work to protect personally identifiable information stored on the site's servers from unauthorized access using industry standard computer security products, such as firewalls, as well as carefully developed security procedures and practices. All employees must review and sign a written statement of these practices, which include limiting access to sensitive information to those employees who require such information and enforcing strict password protocols for all employees.

We review the adequacy of our security measures on a regular basis.

## **Method of contact regarding privacy concerns**

Questions regarding the [JOHO Marketing](#) privacy statement, our online privacy policy, our information practices or other aspects of privacy on our website should be directed to us at [michael@johomarketing.com](mailto:michael@johomarketing.com).

## **Membership Activation**

After registration, you may contact us regarding your privacy preferences at [johomarketing.com](http://johomarketing.com) or write to us at: [michael@johomarketing.com](mailto:michael@johomarketing.com)

## **Newsletters**

We provide you the opportunity to subscribe to e-mail newsletters and other email communications. You may unsubscribe by following the instructions provided in each e-mail newsletter or emailing us at [michael@johomarketing.com](mailto:michael@johomarketing.com)

## **Contests and Surveys**

From time to time, we may conduct surveys or run contests on our site. Participation in these contests and surveys may include asking you for contact information, preferences, or other information. This information may be used to conduct research, improve our offerings, or award prizes. We may also ask for more specific demographic information to identify where our client age range or gender to better understand who uses our website it continues to make the it more useful to our customers. The contest rules will identify how the information that you supply will be used.

We must inform you that we always strive to keep your information safe and secure, but need to let you know that:

1. If we are contacted by law enforcement agency who is requesting your information for any reason with an appropriate authorized written legal document, we will comply if required by law.
2. Understanding that we will do everything in our power to keep your information secure, if we are breeched or one of the third-party services were breeched by an outside entity (meaning a security breech or attack), we will not assume any liability for information that may be compromised or captured due to such breech.

## **Contact Information**

Any questions or concerns regarding our Privacy Policy, please feel free to contact [michael@johomarketing.com](mailto:michael@johomarketing.com)