

# Policy

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Division 1

## We protect client information securely and per privacy principles

This policy letter makes clear the way Blue Frog handles data and information on behalf of our marketing clients.

1. Blue Frog subscribes to all National Privacy laws and in particular those updated in the Privacy Principles of March 12, 2014.
2. We do not sell or share client information with any party other than the client
3. We will not make cold calls to individuals who have not opted in to one of our clients programs through personal contact, website or other collection means. We expect our clients to take responsibility for their own databases and we will ask them for evidence that they have received an opt in from a recognised method.
4. We do not use lists that have been phished or scoured from yellow pages or other online methods, and only purchased approved lists from professional list broking firms
5. All client data is stored on dropbox and is only available to clients through password protected access
6. All physical client paperwork including reports, printed work in progress, client database files of any nature is covered by a 'shred all' policy. No sensitive paper is put out in general rubbish
7. We do not share or sell data collected from our own website.

Our policy is to remain compliant with changing legislation as it occurs.

Hunter Leonard  
Founder