

RAZ Mobile / Mobile Code of Conduct Policy

Effective June 16, 2012

Wireless marketing is a highly personal medium that delivers messages directly into the hands of mobile subscribers. At RAZ Mobile, we are committed to advancing the practice and the art associated with the method of use of mobile messaging and mobile marketing. We have the utmost regard for consumer privacy, and complete respect for the bond of trust that exists between client organizations, political campaigns, and their supporters. We also want supporters to be confident that we will not use any information given to us for purposes other than what is requested. To demonstrate our commitment to fair information practices, we have adopted Internet industry privacy guidelines. We also embrace and honor privacy standards for the wireless industry that have been put forth by the Cellular Telecommunications and Internet Association (CTIA) and the Mobile Marketing Association (MMA).

<http://www.mmaglobal.com/bestpractice>

At the foundation of our policies are several core values:

- All our marketing programs should be permission based (Opt-in).
- All consumers should have the ability Opt-out of any program that we offer at any time.
- Respect for consumer protection is fundamental to the future of our industry.
- Consumers should know what information is collected, and how that information will be used.
- Consumers should have an easy option to exercise his/her choice to limit the disclosure of any personal information.
- No information about the consumer should be shared with a third-party.
- Information about consumers should be accurate and maintained in secure systems.

Security

To help prevent unauthorized access or disclosure of visitors' information, maintain data accuracy, and to help with the appropriate use of the information, RAZ Mobile has established reasonable procedures to protect the information we collect from our activities. These procedures are designed to provide security of our service (e.g. firewalls, anti-virus software, etc) and protection of all personal data that we maintain.