



Creel Printing Address File Storage and Confidentiality

Creel Printing is updating our policy on data file management. The policy changes are intended to ensure that Creel Printing conforms to all nondisclosure criteria surrounding data. Additionally, the intent is to ensure that data is maintained by the mailer, themselves. This will prevent human errors that could occur when dealing with multiple client files. The policies here within are intended to streamline and fortify our handling of client data. However, many clients may be used to the convenience that came from some of our 'looser' policies – therefore we will provide a 30 day grace period so that clients can make any arrangements necessary to conform.

1. Data files will not be returned to the client – As part of our nondisclosure, Creel Printing accepts raw data files from our clients, but will not send this data (nor the processed mail file) to any outside source. It is Creel's position that because the source from which the file(s) originated from already has this data, we will not send these back to even that source; because there are too many internal staffing changes that could happen without Creel's knowledge, jeopardizing the nondisclosure.
 - a. Exception – Data purchased by Creel Printing: If the client pays for Creel Printing to provide the data and purchase the list, we can provide these lists to client upon their request. However, the request must be made at the time of purchase, and will only be sent to the FTP or email address on the purchase order. Additionally, only the raw data files that were purchased are provided.
 - b. Processed Files – Files that are de-duped, coded, merged, etc. are used for mailing only and are NOT returned to the client. These processes are proprietary to Creel Printing. These services are not currently available for purchase. If these services are needed, please work with your sales team – as these must be part of the original purchase order and can not be sold after files are received.
2. Archiving files – Files will be held in our mainframe for 95 days after mailing. This will allow for customer inquiries and data lookup.
3. Disposal of files – all files will be deleted from the Creel Printing mainframe and FTP site 95 days after mailing.
4. Reuse of data files –
 - a. Client provided - Creel Printing will process mail utilizing only the files provided from our clients for each mailing. We can not 'retrieve' data used for previous projects; doing this makes Creel Printing liable for incorrectly pulling this data from archive. Standard SOP will be for the clients to provide this data each time they request a mailing.
 - b. Creel purchased – data purchased through Creel Printing is for one-time use only. Clients who wish to purchase data list for multiple mailings must specify this in advance, as the pricing for these multi-use lists is significantly different than standard single use purchase.

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The above policies are intended to safeguard our client's data and ensure that the correct data is used each and every time. If you have any questions regarding these policies, please contact your sales rep or CSR. We appreciate your cooperation.

Thank you,

Brian Grimes
Distribution Manager
Creel Printing