

# Privacy Policy

Last Updated: February 2015

Quad/Graphics, Inc. and its worldwide subsidiaries (“Quad,” “we,” “our”) are committed to protecting your privacy. By using this website (“Site”) and/or the services Quad provides to you or on your behalf (“Services”) and by supplying your details to Quad, you consent to Quad collecting and processing your information.

Our privacy policy explains:

- What information we collect, and why we collect it
- How we use that information
- How we protect that information
- How you can control your information, including accessing, updating and deleting what we store
- How we share information collected

## APPLICATION

There are various ways that you might interact with Quad. Our Privacy Policy applies to information obtained in connection with all of Quad’s Services, including those at or through this Site, our other websites and mobile sites, our social media presence, our mobile applications, our customer portals, print mailing information and digital applications such as email services. This Privacy Policy excludes services that have separate privacy policies and that do not incorporate this Privacy Policy by reference.

Our Privacy Policy does not apply to services offered by other companies or individuals.

## INFORMATION WE COLLECT & SHARE

Quad collects all information that you voluntarily provide to us through the use of our Services, on the Sites, through electronic mail you send to us, or through other means of communication between you and Quad. This may include name, addresses including, billing, delivery and e-mail addresses, phone numbers, but may also include other information you provide or make available to us:

Quad may also collect general non-personal information pertaining to how you use our Sites and Services, including IP addresses, source domain names, specific web pages, length of time spent, and pages accessed, device information (such as your hardware model, operating system version, unique device identifiers, and mobile network information), log information like time and date of calls and data, SMS and MMS routing information and types of mobile usage, and location information when you use a location-enabled service. Quad may also collect unique application numbers that may be included in certain Services. This number and information about your installation (for example, the operating system type and application version number) may be sent to us when you install or uninstall that Service or when that Service periodically contacts our servers, such as for automatic updates.

This information is collected, among other things, to aggregate statistical information, facilitate system administration and improve the Site and our Services for your benefit and our Customer’s benefit.

Quad only collects personal information of a more sensitive nature e.g. social security or other governmental ID numbers, credit card details and account numbers) where it is appropriate or necessary for conducting business. This information will be collected, stored, accessed and processed in a secure manner.

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Quad also collects, uses, and discloses identifiable information about individual contacts for Quad's customers ("Business Contact Information") in the ordinary course of its business for managing and maintaining customer relationships. In particular, Quad may obtain the following types of Business Contact Information: name, address, demographic information, invoice information including bank account information, and order information. Unless otherwise specified or prohibited, Quad may share information with affiliates, business partners, service providers, subsidiaries or contractors who are required to provide you with services which you or our Customers have requested from us.

Quad may also post links to third party websites as a service to you. These third party websites are operated by companies that are outside of our control, and your activities at those third party websites will be governed by the policies and practices of those third parties. We encourage you to review the privacy policies of these third parties before disclosing any information, as we are not responsible for the privacy policies of those websites.

#### **HOW WE GET AND USE INFORMATION**

We use the information we collect from all of our Sites and Services to provide, maintain, protect and improve them, to develop new ones, and to protect us, our Customers, and our users. We may also use this information, together with our Customers, to offer you tailored content – like giving you more relevant results and ads.

When you contact Quad, we may keep a record of your communication to help solve any issues that you might be facing. Depending on the country in which you live, work or access our Services and Site(s), your information may be retained for a reasonable time for use in future contact with you, or for future improvements to Quad's Services. We may use your email address to inform you about our services, such as letting you know about upcoming changes or improvements.

To enable Quad to access the effectiveness and usefulness of this Site and our Services, and to give you the best user experience, we collect and store information on pages viewed by you, your domain names and similar information. We may use "Cookies" to collect such information. Cookies are information that a website puts on your computer so that it can remember something about you at a later time. Our Site and some of our Services makes use of anonymous cookies for the purposes of completion and support of Site activity, Site and system administration, research and development, and anonymous user analysis, user profiling, and decision-making.

Quad may also use or disclose your personal information when Quad believes, in good faith, that such use or disclosure is reasonably necessary to (i) comply with law, (ii) enforce or apply the terms of any of our user agreements, or (iii) protect the rights, property or safety of Quad, Quad's users, or others. Quad reserves the right to transfer and disclose your information if Quad becomes involved in a business divestiture, change of control, sale, merger, or acquisition of all or a part of its business.

We process personal information on our servers in many countries around the world. We may process your personal information on a server located outside the country where you live.

#### **TRANSPARENCY AND CHOICE**

People have different privacy concerns. Our goal is to be clear about what information we collect, so that you can make meaningful choices about how it is used. For example, you can control who you share information with, set your browser to block all cookies, including cookies associated with our Services, or to indicate when a cookie is being set by us, giving you the chance to decide whether to accept it or decline at any time. However, it's important to remember that many of our services may not function properly if your cookies are disabled.

You have the option to opt-out or opt-in for further communications from Quad.

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**COMPLIANCE TO OUR PRIVACY POLICY**

Quad regularly reviews our compliance with our privacy policy. In addition to complying with applicable laws, we also adhere to several self-regulatory frameworks. If we receive formal written complaints, we will follow up with the person making the complaint.

**U.S.-EU SAFE HARBOR**

Quad adheres to the Safe Harbor Privacy Principles developed by the U.S. Department of Commerce and the European Union ("EU"). The Safe Harbor Program is intended to provide protections for personal data equivalent to those of the EU. For more information about the Safe Harbor, please refer to the U.S. Department of Commerce's Safe Harbor website at <http://www.export.gov/safeharbor>.

Quad operates as a data Processor for our business customers located in the EU. Quad's business customers remain the data Controllers with respect to any personal information they provide to Quad for processing (as both capitalized terms are defined in the European Data Protection Directive). As controllers, Quad's business customers are responsible for complying with all laws and regulations that may be applicable to the collection and control of personal data including the privacy and data protection laws of all relevant jurisdictions. Quad acts solely in accordance with the instructions of its business customers regarding the processing, storage, deletion and transfer of personal information, as well as access to and correction of personal information and does not control the personal information it processes for its business customers.

Quad has put in place reasonable technical and organizational measures to safeguard personal information against unauthorized processing or loss.

Adherence to the Safe Harbor Principles may be limited to the extent necessary to meet national security, public interest, or law enforcement requirements, or to enforce or protect Quad's rights.

If you have any questions about Quad's participation in the Safe Harbor Program, please contact us at [dataprivacy@qg.com](mailto:dataprivacy@qg.com). If you believe Quad has not satisfactorily addressed your concerns related to the Safe Harbor Program, you may obtain dispute resolution services through the Direct Marketing Association using the information below.

Safe Harbor Line  
Direct Marketing Association  
1615 L Street, NW – Suite 1100  
Washington, DC 20036  
[safeharbor@the-dma.org](mailto:safeharbor@the-dma.org)

**CHILDREN'S ONLINE PRIVACY PROTECTION – COPPA**

Quad does not sell its services to children. As such, our Sites are designed for adult user interaction. We do not intentionally collect personally identifiable information from children under the age of 13.

**ACCESSING AND UPDATING YOUR PERSONAL INFORMATION**

If you have provided Quad with your personal information, you may have the right to inspect the information stored by us for accuracy, or may request that the information be removed from our files. Quad will make a reasonable effort to comply with such requests except where it would require a disproportionate effort (for example developing a new system or changing an existing practice). We may require that you verify your identity before we act on a request to edit or remove your information.

**CHANGES TO THIS PRIVACY POLICY**

Our Privacy Policy may change from time to time. We will post any privacy policy changes on this page and, if the changes are significant, we will provide a more prominent notice (including, for certain Services, email notification of privacy policy changes). Please check the privacy policy frequently. Your continued use of the Site constitutes acceptance of such changes in the privacy policy, except where further steps are required by applicable law.



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