



Privacy Policy

Our Privacy Commitment

Management Systems Improvement, LLC (“MSI”) cares about our customers and is committed to protecting user privacy. This Privacy Policy is intended to inform users of the type of personal information MSI collects, uses, and what steps are taken to ensure that personal information is kept confidential and safe. This policy also outlines how customers can customize their privacy settings regarding how MSI may send marketing communications to the opted-in user.

What Information We Collect

MSI only collects personal information that is provided on a voluntary basis. Personal information collected by MSI is primarily used to provide retail quality services to our clients. The information is used for customer enrollment, internal analysis, communications, and marketing purposes. The information we collect is not sold or shared with third parties, unless otherwise required by law or disclosed to the user within this Privacy Policy.

The following information is typically needed to evaluate specialized services for customer enrollment purposes with MSI:

- Name
- Address
- Employed Organization
- Telephone Number
- Email Address

Additionally, active and potential customers may be asked to provide additional information related to the type of services selected such as:

- Characteristics of Employment
- Organization Faculties and Production

Opting to not provide this additional information may result in MSI being unable to deliver certain services, promotions, or product offerings. As standard practice MSI requests an email address from all customers and occasionally will send emails describing new products, services or events. These email services are optional and the user may opt-out of these services, solicitations, and offers completely, at any time, by selecting the unsubscribe button or by request during any communications with an MSI



representative. This opt-out option does not apply to emails sent for other reasons such as responding to your requests for service, information or matters relative to the user's current status with MSI. If you do not wish to receive emails from MSI, simply select the opt-out option on any email you receive and you will be removed from all future mailings.

MSI also collects certain non-personal public data in the course of normal business. Examples of this non-personal data include web log information, such as your browser, operating system, pages visited, time of day, browser type, ISP, etc. Additionally, when contacting a MSI representative, a record of all communications may be maintained and preserved by MSI including:

- Date
- Time of Day
- Internal discussion via email platform
- Email address
- Phone Number
- Caller ID

The purpose of such monitoring and recording is for training and quality assurance purposes, as well as to review specific transaction requests.

MSI may purchase personal information from reputable sources. This information is used to identify potential new customers as well as analyze the existing customer base. All information purchased through third party marketing agencies is strictly confidential and only used internally - information is not sold nor shared with others.

How We Collect Information

MSI is required to collect personal information during the onboarding process of enrolling new customers and users. This information may be collected in a variety of ways.

To enroll for and fully utilize MSI's services, users are required to provide the minimum amount of personal information necessary to receive specific services from MSI. This personal information may be collected through online web forms, hand written forms that are faxed or mailed, verbally over the phone, or through personal interactions with a MSI representative (i.e. sales and customer service personnel).