

GLM Privacy Policy

Overview: Great Lakes Marketing (GLM) NEVER sells your information. GLM does not engage in the act of selling any consumer products.

GLM.com, AskToledo.com, and ChildResistant.com—collectively referred to as “sites” throughout this policy—are websites owned and operated by GLM. GLM is committed to keeping any personally identifiable information (PII) confidential. This Privacy Policy applies only to the PII that is collected through the sites listed above, and will contain details on the following:

- What information is collected, and for what purposes.
- How the information is stored.
- What security measures are used.
- How you may edit/omit your information.
- The use of cookies.
- Links to websites not owned by GLM.
- Information collected on children.

Information Collection

GLM collects PII that includes (but is not limited to): first and last name, e-mail, residential/ mailing address, gender, ethnicity, birthdate, occupation, and phone number. The PII GLM collects on the sites is used for company purposes only. GLM has access only to the information that is given directly to us by you, the user. GLM also collects business contact information that may include the PII listed above.

Use of Information

GLM uses this information to respond to and communicate with individuals/clients who contact the company through the sites. The information collected on AskToledo.com is used to contact individuals about participating in market research studies. Participation in market research is voluntary, and participants can opt out at any point. In some instances, the market research will be conducted over the internet and the information collected through these research activities is kept by GLM. Upon request from a client, and only with participant consent, GLM may share the information collected with its clients.

GLM reserves the right to disclose your PII, if requested, in response to law enforcement officials, judicial proceedings, or investigations of fraud or other violations of law/regulation/rule.

Information Storage

PII collected on AskToledo.com is transferred off the webserver and kept in a secure database. The information in the database can be edited if necessary, however, you do not have direct access to the database. If you wish to edit your information, please contact GLM by using the contact information located at the bottom of this policy.

NOTE: GLM can omit information from the database but will not delete entire records. Each individual record is kept for historical purposes. If you ask GLM to delete you from the database, you will be moved to a “Do Not Contact” list. The information in that list, like the database, will never be sold.

The PII collected on GLM.com is used for communication purposes only and may be kept in a separate database for these purposes.

Please use the contact information located at the bottom of this policy if you wish to stop being contacted by GLM.

Security

All data are collected and stored internally on GLM's secured servers. The servers are located in a facility that is locked and monitored. However, GLM cannot guarantee that each transmission of data is 100% secure. By using the sites, you assume the risk that comes with having your information transmitted.

Cookies

GLM does not track its visitors. Cookies are used, but these cookies are not used to store information on visitors. The cookies are used for site flow, ensuring that the sites work well while in use. The cookies only last for as long as the session does.

Links

GLM's sites contain links to other websites. GLM asks that you read the privacy policies of those other websites before using them. This privacy policy does not cover any website other than GLM's, of which were listed above. This also pertains to any instance in which you are redirected to another website.

Child Data

GLM does not request information from minors (under 17). All requests for information on children must be completed by a parent/guardian of the child. The information requested is not required, and the parent/guardian has the right to rescind any information they have given previously. The data collected are used for reasons described in "Use of Information" above.

Message Boards

Great Lakes Marketing operates, but does not own, its message boards, including AskToledoTalks.com. These message boards are hosted by a third-party vendor—Website Toolbox. Involvement in any message board is optional, and not a mandatory condition for AskToledo panel members. Great Lakes Marketing is not responsible for any personal information or content an individual chooses to upload to this third-party web host. For more information on Website Toolbox's privacy policy please visit: <https://www.websitetoolbox.com/privacy>.

USE OF ANY OF GLM'S SITES IS CONSIDERED AN AGREEMENT TO THIS POLICY.

GLM reserves the right to change its Privacy Policy at any time. GLM will not alert you when changes are made. It is suggested that you frequently check this page to keep up with any updates. The "last modified" date below should help you keep current. Your continued use of GLM's sites after changes are made will serve as your consent to the changes.

If you feel that GLM's privacy policy is not being met in any way, please feel free to contact Opinion@GLM.com or by mail at

Webmaster
3361 Executive Parkway, Suite 200
Toledo, OH 43606

Last Modified: January 28, 2020