![LetterMark Web-enhanced Email logo]
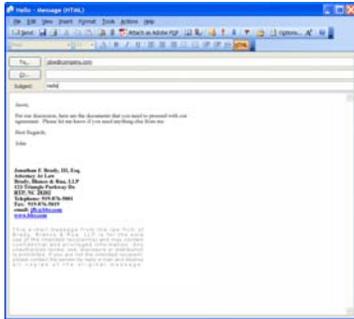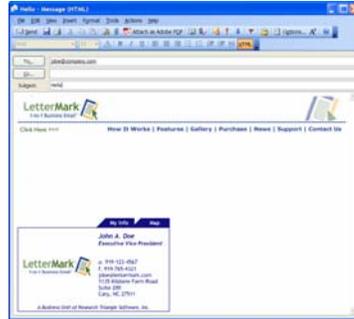
Confidentiality & Privacy

Add power to your email!

The LetterMark™ system takes ordinary email and adds branding, web-integration and enhanced contact information. A sophisticated, robust solution, it capitalizes on email contact to extend your brand, promote your products and services and drive customers to your website, privately and securely.

(Before)   (After)

CONFIDENTIALITY

The LetterMark system does not alter or impact the routing of email. Email messages are composed, sent, routed and received as normal. When the recipient opens a LetterMark email, the template is downloaded from the LetterMark data center. As such, there is no way to view, record or change the contents of any email message as may be possible with other systems.

With several major law firms as customers, LetterMark email has been proven to meet the strict client-attorney confidentiality standard of the legal industry.

PRIVACY

FullSeven is committed to protecting the privacy of LetterMark email user contact information. All information collected is used solely for the purpose of providing the LetterMark system functionality to customers. As stated in our privacy policy, we do not sell, share, or rent this information to other parties.

The design of the LetterMark system also protects the privacy of recipients of LetterMark emails. Because the LetterMark system is not involved with the transport of the email message itself, there is no capability to specifically identify or track the recipients of LetterMark emails.

Furthermore, opening a LetterMark email and clicking on its interactive features will not place the recipient on any mailing lists, bother them with banner ads or result in unwanted correspondence.

WHAT LETTERMARK EMAIL DOES NOT DO:

We usually like to talk about all the great things that LetterMark email does for our customers. When it comes to privacy and confidentiality, however, it is important to know what the LetterMark system does not do:

- **Does NOT re-route email** – your email travels to recipients just as it would without using the LetterMark system.
- **Does NOT add attachments** –no storage concerns, no impact to download speed for the recipient.
- **Does NOT add scripts** – no scripts that could get caught in firewalls or anti-virus programs.
- **Does NOT require new servers** – no new equipment to buy, install or maintain.
- **Does NOT need firewall changes** – no reduction of your current level of protection. If your employees can receive email and browse the Internet, they can use LetterMark email.
- **Does NOT compromise privacy** – there is no visibility to the contents of your emails, to your recipients or to attachments you include with your email.
- **Does NOT track your emails** - only aggregate click-through metrics are collected. There is no mechanism to track individual emails or identify specific recipients.

LetterMark Data Center

Sender   Recipient