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Hello,

We are writing today to notify you about changes we are implementing at CELCO that will help us to better protect your organization's privacy and data moving forward.

The California Consumer Privacy Act (CCPA) will go into effect January 1, 2020. While this does not impact most non-profits as of now, and is only being implemented in California, we want to make sure that we are doing all we can do protect your organization's privacy moving forward as privacy policy is becoming a larger national issue.

As of today CELCO will no longer be accepting data files via our portal FTP or email. Instead we will work with you to post files to the co-ops and service bureaus directly, but we will not be in possession of your data in any way. All of the co-ops and service bureaus have been notified of this change and are ready to work with you to make this process as seamless as possible.

If CELCO manages your list for exchange and/or rental, we want to protect your datacard information. As of January 1, 2020 we will no longer link any datacard counts via our website. While your organization will still be listed as a client on our website [www.carolenters.com](http://www.carolenters.com) if you have approved us to do so, anyone that comes to our website will not be able to see specific information about your file unless they reach out to us directly with their requests.

For our mailers: we will also be adding language to our list brokerage purchase orders- making sure you as the mailer are not responsible for adherence to privacy legislation in relation to the file being ordered for your use. This obligation is solely that of the list owner.

We will also be adding this information to our website and to client datacards on Nextmark – a media planning website we and most list professionals subscribe to for marketing and planning purposes.

These changes should not affect our work with you in any way, but we wanted to keep you notified as we stay on top of the privacy laws.

We are happy to discuss this with you if you have any changes- please reach out to us if you have any questions!

Thank you,