# Marketing and Communications

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**In short**

- We send newsletters and offers only to people who asked for them and confirmed their address. Every newsletter has a one-click unsubscribe link.
- Service e-mails (sign-in codes, invoices, alerts you set up, notices about changes to our terms) are part of the service and are sent whatever your newsletter choice.
- Pop-ups on our website ask before they collect anything, keep your consent with its wording and time, and never tick the newsletter box for you.
- Personal discount codes are sent only after you confirm your e-mail address, and work once.
- You can withdraw consent at any time; we then stop.

This page explains the messages SEOMISE LTD sends and how you control them. How we handle the personal data involved is in the Privacy Policy.

## 1. Newsletters and offers

- You can subscribe on our website, in a pop-up or when you sign up (an unticked box). We then send an e-mail asking you to confirm (double opt-in). Nothing else is sent until you confirm.
- We keep a record of how and when you subscribed and the consent wording you saw, so we can show you agreed.
- Every newsletter has an unsubscribe link and an unsubscribe header your e-mail program can use. Once you unsubscribe, you are never subscribed again by an import or a list we build.
- We never sell or rent our list.

## 2. Pop-ups on our website

- Pop-ups appear only on our own public website, never on sign-in, sign-up, checkout, account or app pages, and not while the cookie banner is open. They are limited per day and per week, and closing one keeps it away for a while.
- Before you give your name or e-mail address in a pop-up, you see a consent line and a link to our Privacy Policy. We keep the line, its version and the time with your details. Your name, e-mail and phone are stored encrypted.
- The newsletter tick in a pop-up is separate and never ticked for you.
- Pop-ups keep their own counts in your browser's storage and set no cookie.

## 3. Discount codes

- A pop-up or campaign may offer a code. A personal code is made only after you confirm your e-mail address, is sent to that address and can be used once. No code is shown in the pop-up itself.
- Codes have the dates and conditions shown with them, and cannot be exchanged for money.

## 4. AskMise, free audits and sales follow-up

- If you give your details to AskMise, a pop-up, the free audit or the demo booking form and agree to be contacted, our sales team may follow up about SEOmise. You can ask us to stop at any time.
- Leads are kept for 12 months after their last change, then deleted.
- When AskMise e-mails you a report, it may first ask you to confirm your address, so reports only go to the inbox's owner.
- Our staff may also check a business's public website and send it a short report as a private link, one e-mail at a time, to an address the business publishes for enquiries. The e-mail says why you get it and who sends it, and has a one-click opt-out: after it we never contact that address again, and the report stops working. The report page says what it records. If you leave it, it may offer a one-time discount code for your business, once.

## 5. Service e-mails

These are part of running your account and are not marketing: sign-in and security codes, invitations, receipts and invoices, payment problems, alerts and reports you set up, notices about your account (for example after you close it), and notices about material changes to our terms or policies. You choose which optional notifications you get under Account ? Notifications.

## 6. Messages for agencies' clients

If an agency serves you through SEOmise, messages may carry the agency's name and brand. The agency decides what it sends you; contact the agency to stop them.

## 7. How to stop

- Use the unsubscribe link in any newsletter, or change your choices under Account.
- Or contact us by e-mail at help@seomise.com. We act on it promptly.

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