

## PRIVACY POLICY

Your privacy is important to me, and I will protect it in several ways . . . . .

First, I won't blog things like "I had a discussion with/received an e-mail from {insert your SEO or SEM Consultant or Company name}." Saying that would not only be inappropriate, it would violate your privacy, unless I had your written or verbal approval first . . . . .

Second, everything you tell me, including the fact that you told me anything at all, or that you even exist, is presumptively confidential. The only exception would be if I am subpoenaed before a grand jury (which, hopefully, should never happen) . . . . .

Third, if you're an anonymous blogger (even one who insults me), I won't disclose your name, even if I determine your identity through my own sleuthing. If you tell me your identity (or give me hints), I won't share. If I determine your identity through my own efforts, then I might share the information with a person who shares my privacy ethic, but merely to test the validity of my opinions. But again, even if I figure out who you are on my own, I won't blog about it.

THANK YOU for keeping my privacy.