

# 100% Data Replacement or Money Back Guarantee

We will replace any bad email records with free replacement records upon request. If we are unable to provide replacement records within 2 weeks of request, we will provide a refund for each bad email address reported (hard bounces).

\* See additional details below for full terms and conditions.

## What is a Hard Bounce?

A "Hard Bounce" is a Bad email address. This could be due to a cancelled email account, or a malformed email address. A "Soft Bounce" is typically a good email address, but spam filters and/or email firewalls prevented your email from being delivered. We guarantee a maximum Hard Bounce rate of 2% when using our lists with our email software. Our system auto-removes hard bounce email addresses from your account as you send, so your list is cleaned frequently and automatically.

"Soft Bounce" rates will vary based upon the content of your email template, message and subject line. We do not offer any guarantee on "Soft Bounce" rates for the above stated reason.

We do NOT offer ANY guarantee regarding list performance when used with an email software system other than ours. Important: Email Software providers like Constant Contact, Mail Chimp and many others do NOT allow use of 3<sup>rd</sup> party lists such as ours.

## \* Additional Details

Guarantee is only good for 30 days from purchase. We cannot guarantee an email address will still be good beyond that timeline, as email addresses change frequently.

If providing a refund, refund amount will be determined based upon of a formula of:

Total List Cost/Number of Records Purchased = Cost per Record

Bad Emails X Cost per Record = Refund Amount

Example: \$300 List/75,000 emails = .004 per record (3,000 bad emails x .004 = \$12.00 refund)

Our guarantee only applies to "Hard Bounced" emails as defined above, and does not apply to "Soft Bounces".

A "Hard Bounce" report must be provided within 30 days of list purchase, or this Guarantee will not apply.

Hard Bounce Report must come from our Email System, or from a reputable thrid party service.