**Information Classification Policy**

**1.0 Purpose**

7 Bridges Marketing, LLC provides fast, efficient, and cost-effective electronic services for a variety of clients worldwide. As an industry leader, it is critical for 7 Bridges Marketing, LLC to set the standard for the protection of information assets from unauthorized access and compromise or disclosure. Accordingly, 7 Bridges Marketing, LLC has adopted this information classification policy to help manage and protect information assets of itself and its customers.

**2.0 Scope**

All associates of 7 Bridges Marketing, LLC share in the responsibility for ensuring that the information assets of 7 Bridges Marketing, LLC and its customers receive an appropriate level of protection by observing this Information Classification policy.

**3.0 Policy**

Stakeholders or information ‘owners’ shall be responsible for assigning classifications to information assets according to the standard information classification system presented below. Remember, ‘Owners” have approved management responsibility. ‘Owners’ do not have property rights.

* Where practicable, the information category shall be embedded in the information itself.
* All Company associates shall be guided by the information category in their security-related handling of Company information.

All Company information and all information entrusted to Company from third parties falls into one of four classifications in the table below, presented in order of increasing sensitivity.

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| --- | --- | --- |
| Information Category | Description | Examples |
| Unclassified Public | Information is not confidential and can be  made public without any implications for  Company. Loss of availability due to system downtime is an acceptable risk. Integrity is important but not vital. | * Product brochures widely distributed * Information widely available in the public domain, including publicly available Company web site areas * Sample downloads of Company software that is for sale * Financial reports required by regulatory authorities * Newsletters for external transmission |
| Proprietary | Information is restricted to management-approved internal access and protected from external access. Unauthorized access could influence Company's operational effectiveness, cause financial  loss, provide a significant gain to a competitor, or cause a major drop in customer confidence. Information integrity is vital. | * Passwords and information on corporate security procedures * Know-how used to process client information * Standard Operating Procedures used in all parts of Company’s business * All Company-developed software code, whether used internally or sold to clients |

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| Information Category | Description | Examples |
| Client Confidential | Information received from clients in any form for processing in production by Company. The original copy of such information must not be changed in any way, or shared with anyone outside of the company, without written permission from the client. The highest possible levels of integrity, confidentiality, and restricted availability are vital. | * Client media * Electronic transmissions from clients * Electronic data generated for the client by Company production activities as specified by the client |
| Client Confidential (Personally Identifiable Data) | Information received from client in any form that contains name and other information such as address, phone number, email, social security number etc that can be associated with individuals. Such data must not be shared in any form with anyone outside of the company, without written permission from the client. The highest possible levels of integrity, confidentiality, and restricted availability are vital. | * Client's customer list * Client's customers' prospect list |
| Company Confidential | Information collected and used by Company in the conduct of its business to employ people, to log and fulfill client orders, and to manage all aspects of corporate finance. Access to this information is very restricted within the company. The highest possible levels of integrity, confidentiality, and restricted availability are vital. | * Accounting data and internal financial reports * Confidential customer business data and confidential contracts * Contracts and agreements with clients\vendors * Company business plans |
| Company Confidential (Personally Identifiable Data) | Information collected and used by company that contains name and other information such as address, phone number, email, social security number etc for employees and business associates. Such data must not be shared in any form with anyone outside of the company. The highest possible levels of integrity, confidentiality, and restricted availability are vital. | Salaries and other personnel data   * List of customer personnel * List of vendor personnel |

**4.0 Enforcement**

Any employee found to have violated this policy may be subject to disciplinary action, up to and including termination of employment.