

At Merchant Financial Services we recognize the importance of protecting the privacy of personally identifiable information collected about you, our customers and prospects. In adopting this customer privacy policy, our intent is to balance our legitimate business interests in collecting and using information with your reasonable expectations of privacy.

Merchant Financial Services does not collect personally identifying information about individuals, except when specifically and knowingly provided by such individuals.

Our website utilizes LivePerson®. LivePerson provides an online solution that allows browsers to interact with our sales professionals in real time. Information is collected about which pages each user visits, the domain name of visitors and information regarding search engines used. This is used for internal review and to tailor information to individual visitors. The privacy policy for LivePerson is located at <http://www.liveperson.com/help/privacy.asp>.

Except as stated in this privacy policy or at the time of collection, user's personally identifiable information, will not be transferred to a party outside Merchant Financial Services or sold to any third parties.

Merchant Financial Services may modify this Privacy Policy Statement at any time, at its discretion, and modifications are effective upon being posted here. You are responsible for revisiting this Privacy Policy Statement periodically to ensure that you are aware of any changes to it.

If you have any questions about this Privacy Policy Statement or Merchant Financial Service's practices, or if you believe the privacy or security of your information has been compromised in any way, please contact us via mail at;

Merchant Financial Services  
5 Ballard Way, Suite 502  
Lawrence, MA 01843

Or via e-mail at;

[info@merchantfinancialservices.net](mailto:info@merchantfinancialservices.net)