

Lake Michigan Mailers, Inc.
Data Retention Policies – Customer Facing Data and Documents
Updated: January 4, 2018

Item Number	Data Type	Retention Policy
1	Email lists in Constant Contact	Maintain in program as long as customer maintains monthly CTCT service. Upon cancellation, all lists are downloaded and return to customer.
2	Items stored in ftp/sftp site	Customers are encouraged to remove all data within 30-days of posting. Items that are not removed by the customer will be removed by LMM automatically at 45 days and deleted.
3	Emails sent to customers via SIMON/iMailConnect	Deleted from servers 95 days after being sent.
4	Purchased mailing lists – single use	Deleted from servers 95 days after date of mailing.
5	Purchased mailing lists - multiple use	Deleted from servers 376 days after date of purchase.
6	Customer Provided Data (Pre-Mailing)	Deleted from servers 95 days after date of project completion.
7	Completed Mailing Data (Post Mailing)	Deleted from servers 95 days after date of project completion.
8	Customer PDF Files and Other Image Files Used for Document Printing	Deleted from servers 95 days after date of project completion.
9	Scanned Images in Finalized Format	Deleted from servers 95 days after date of project completion.
10	Scanned Images in Non-Finalized Format	Deleted from servers 95 days after date of project completion.
11	Lockbox Scanned Images	Deleted from servers 95 days after date of project completion.
12	Lockbox Harvested Data	Deleted from servers 95 days after date of project completion.
13	Harvested Data from Scanned Images (non-lockbox)	Deleted from servers 95 days after date of project completion.
14	Work Tickets	Stored on remote servers. Retained until further notice for LMM reference only.
15	QC Reports for DMS customers	Reports are created on demand from customer's database information. Data is retained until further notice from LMM.
16	QC Images for DMS customers	Deleted from servers and iMailConnect 30 days from the date of first posting.
17	Report Data for iMailConnect Reports	Reports are created on demand from customer's database information. Data is retained until further notice from LMM.
18	PDF images of LMM Invoices accessed through iMailConnect.com	PDF Images are created on demand from customer's database information. Data is retained until further notice from LMM.
19	Final versions of artwork and layouts	Maintained on LMM servers for 30-days after project completion then moved to remote service and maintained as long as customer pays storage fee. Upon cancellation, all files returned to customer and stored files deleted.

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20	NCOA MPE Electronic Record Data (ACS)	Deleted from servers and iMailConnect by LMM automatically at 30 business days after date of first posting.
21	MPE PAF	Stored on LMM servers for one year from date of signature until date of expiration or service renewal.
22	Recall Data (Pre-Processing)	All electronic documents and data provided by the customer or created by LMM stored in remote servers. Retained until further notice for LMM reference only. This EXCLUDES copies of physical material provided by the customer.
23	Recall Data and Document (Post-Processing)	All electronic documents and data provided by the customer or created by LMM stored in remote servers. Retained until further notice for LMM reference only. This EXCLUDES copies of physical material provided by the customer.
24	Parcel Tracking and Delivery Data from Carriers	Data is provided by carriers and is subject to data retention policies of individual carriers.
25	MiParcel Address Databases	For as long as customer is active. Customers who are inactive for 95 days will have account deleted and address data deleted.
26	HIPPA/HITECH Data and Documents	Data and documents that are covered by HIPPA or HITECH must be encrypted and ZIPPED stored for storage and then deleted after 45 days in order to allow for proper investigation and review if needed.
27	USPS Mail Tracking Data Using Select Service Type ID	Summary Data is retained for 24 months. Mailing Detail Records are retained for 6 months.