

## Confidentiality & Non-Disclosure Policy

Our policy is concise and complete:

## Any information about your business which we may obtain will never be sold, transferred, or publicized ... period.

That's it.

The above policy goes into effect from your first word (usually "Hello"), and remains in effect until you tell us so.

Amplytude recognizes the sensitivity and confidentiality of your business information. Even an innocent comment in passing can sometimes be damaging. Data collection, analysis, storage, and publication are methods that we may utilize in our consulting practice to perform our services and in building deliverables. We do not and will not disclose any information about our clients, former clients, or potential clients without prior explicit authorization from those clients. This policy is in compliance with the Gramm-Leach-Bliley Act (FTC 16 CFR: 313).

Your confidence and trust are very important to us.

Our high professional standards are a reflection of this.

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