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| |  |  |  |  |  | | --- | --- | --- | --- | --- | | |  |  |  |  | | --- | --- | --- | --- | | |  |  |  | | --- | --- | --- | | |  |  | | --- | --- | | |  | | --- | | MailChimp has updated its Privacy Policy and Terms of Use, effective May 23, 2018. These changes were made primarily in preparation for the EU’s new data privacy law, the General Data Protection Regulation (GDPR).  With these updates, MailChimp reaffirms its commitment to safeguarding the personal data of our members, contacts, and anyone who visits our websites. MailChimp has three core privacy principles: accountability through awareness, empowering individuals, and protecting and safeguarding information. We embrace privacy by design, which means our teams actively design and build features with privacy considered alongside innovation and functionality.  Here are some highlights of the changes we’ve made:   * We restructured our Privacy Policy to present three primary audience groups with the information that’s most relevant to each. These groups are members (like yourself), your contacts, and website visitors. This policy will also inform these groups on how they can exercise their rights under the GDPR and control the use of their personal information through our services. * If you, or your use of MailChimp, are subject to EU data protection law (including the GDPR), we’ve updated your obligations when using MailChimp to reflect the new requirements under the GDPR. * We’ve reaffirmed MailChimp’s commitment to the responsible collection, use, transfer, disclosure, and management of your personal information.   We encourage you to take the time to review our revised [Privacy Policy](https://mailchimp.us17.list-manage.com/track/click?u=7408690b9f7fe1132e6e7422b&id=af40f6074e&e=efff815379) and [Terms of Use](https://mailchimp.us17.list-manage.com/track/click?u=7408690b9f7fe1132e6e7422b&id=404e45cec3&e=efff815379). By continuing to use MailChimp on or after May 23, 2018, you acknowledge our updated Privacy Policy and agree to our updated Terms of Use.  As our company grows and evolves, we’ll continue to focus on strengthening and improving our privacy practices and tools, for the benefit of our members, contacts, and website visitors.  Thank you for using MailChimp.  – The MailChimp Legal Team | | | | | |