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Sharp Marketing Associates provides this website under the following conditions. If you visit this website, you agree to accept our Privacy Policy and Terms Of Use. Please read them carefully.

Privacy Policy

Sharp Marketing Associates recognizes the need to treat any personal information that you share with us with a high degree of care, sensitivity, and security. We appreciate your trust.

This version of our Privacy Policy is effective as of June 1, 2010.

Information We Collect, and How We Use It

E-mail addresses you provide

If you supply us with your e-mail address, we will use it only to communicate with you regarding updates or information pertaining to the Amtrak Pere Marquette, Blue Water and Wolverine lines. If you are a subscriber to this site, you may also receive periodic e-mails from us with information about new services, upcoming events, and special announcements from the Amtrak Pere Marquette, Blue Water and Wolverine lines.

If you do not want to receive e-mail from us in the future, please let us know by unsubscribing using the tools provided (e.g., unsubscribing from our e-newsletter) or by [contacting us](#). We will honor your request as quickly as possible.

Regarding e-mails you send to us: Please be aware that e-mail is not a secure method of transmitting information; therefore, please do not send us credit-card information or disclose other sensitive information by e-mail. Sharp Marketing, the Amtrak Pere Marquette, Blue Water and Wolverine lines are not responsible for any loss or damage that results from interception and/or unauthorized use by third parties of any information that you send us by e-mail.

If you do not want to receive promotional emails from us in the future, please [let us know](#).

Aggregate information collected for website analysis

Our web server automatically recognizes website visitors' IP addresses. We collect only the IP addresses — not the e-mail addresses — of visitors to our website, and we collect aggregate information on what pages visitors access or view. None of this information identifies you personally. The information we collect is used for internal review and to help us improve our website.

Cookies

We use cookies only to record session information, such as items you add to your shopping cart. If you set your browser to reject cookies, our website may be less functional for you.

Ad servers

We do not partner with or have special relationships with any ad-server companies. While we have Google Analytics installed in our site, it is only for the purpose of measuring site statistics in the aggregate and never for the purpose of any form of advertising.

How We Share Your Personal Information

Except as set forth in this Privacy Policy, we will not disclose any personal information you provide to us.

Security

Sharp Marketing Associates on behalf of the Amtrak Pere Marquette, Blue Water and Wolverine lines is committed to maintaining the security and confidentiality of the personal information you provide to us. We have a combination of physical, electronic, and procedural measures in place to help protect against the loss, misuse, or alteration of your personal information. Our commitment to security notwithstanding, please be aware that there is always some risk when transmitting personal information over the internet, and no method of storing electronic data is completely secure. A risk remains that others could find a way to thwart our security measures. Therefore, despite the fact that we strive to protect your personal information, Sharp Marketing Associates cannot and does not warrant or guarantee the security or privacy of any information you send to us. You do so at your own risk.

Children's Privacy

Sharp Marketing Associates maintains a general-audience website. We do not knowingly collect any personal information from children under the age of 13 and are particularly concerned about children's privacy online. If you are under 13, please do not send us any of your personal information, and you may use this website only with the involvement and consent of a parent or guardian.

Links to External Websites

Sharp Marketing Associates is not responsible for the privacy policies, data-collection practices, contents, or terms of use of other websites to which we link. If you visit external websites, please review their privacy policies and terms of use.

International Visitors

The personal information you provide to us will be transferred to and stored in the United States. By submitting your personal information, you consent to its transfer and storage in the United States. You also consent to its use in accordance with the purposes for which it was collected and as set forth in this Privacy Policy.

Changes to Our Privacy Policy

In the future, we may use customer information for new, unanticipated uses not outlined in this Privacy Policy. If our information practices change, we will post the changes on our website and give you the choice to opt out of these new uses. If you are concerned about how your information is being used, please check our website periodically.

Customers may prevent their information from being used for purposes other than those for which it was originally collected by [contacting us](#).

How to Review Your Information

Upon request, we provide customers with access to information that we maintain about them, and we grant the ability to correct inaccuracies in this information. Customers can request this information by [contacting us](#).

How to Contact Us about Privacy

Please write to us at:

Sharp Marketing Associates
Attn: Privacy
528 Butterworth Avenue
Grand Rapids, MI 49504

Or you can [send us an e-mail](#).

Enforcement

If you feel that our website is not following the Privacy Policy outlined above, please contact us. Alternatively, you can contact your state or local chapters of the Better Business Bureau, state or local consumer protection office, or the [Federal Trade Commission](#) at 202-FTC-HELP (202-382-4357).