



## Privacy Policy

Personal Information means any information that can specifically identify you during a survey and/or qualitative research project. This information may include but is not limited to, your first and last name, mailing address, phone number(s), e-mail address and in, certain circumstances, your opinions and individual preferences. This information is used to send incentive rewards.

In most research surveys, we also collect demographic and professional information, some of which may be considered sensitive in nature, such as your age, gender, occupation, income range, racial or ethnic origin, household composition, language preference, employment status, etc. We ask these questions to help ensure that the demographic profiles of individuals who participate in our research accurately reflect the target population that we are trying to approximate. We also use this information to look for patterns when analyzing the data.

We may also collect sensitive information that may include but is not limited to health-related information (disease, conditions and treatment) or financial information. We will never ask you for sensitive Personal Information that could give rise to economic crimes if it were lost, misused or disclosed to an unauthorized party, such as credit card numbers, social security numbers, bank account information, passport numbers or driver's license numbers.

We may collect Personal Information about other members of your household. This information may include but is not limited to the age and gender of the other household members. We use this information to determine if households with varied compositions respond differently to survey questions.

We will always collect your Personal Information by fair and lawful means. We collect your Personal Information where we have obtained your consent to do so or as otherwise permitted by law. We will collect Personal Information directly from you during the research process.

Personal Information will not be used to directly market any products or services to identifiable persons unless that possibility has been disclosed in advance and the opportunity not to participate has been given.

We collect your Personal Information for the purposes of quantitative or qualitative marketing and social research on behalf of our clients. In this context, we may use your Personal Information for any of the following reasons:

To conduct a survey research interview with you;

To participate in longitudinal studies, where you may be contacted again to participate in surveys based on responses provided in previous surveys;

To validate answers, you provided in a recent survey we conducted;

To manage our incentives programs and fulfill your requests for such incentives.

Data collected from market and social research studies is shared with our clients in aggregate (or group) form, and responses are not attributed to individuals, in other words we combine your survey responses with the responses of all other survey participants and report aggregate responses. Individual level responses are occasionally used, but never associated with any personal identifying information without your explicit permission.

We will not make your Personal Information available to any third party without your knowledge. The only exceptions when we may disclose your Personal Information and/or survey responses to third parties are when you consent to sharing your identifying information and individual responses with a third party for a specified purpose.

We retain Personal Information for as long as necessary to fulfill the purpose for which it was collected or as otherwise permitted by law. Once this purpose has been fulfilled, subject to any legal exceptions, we destroy or irrevocably erase or de-identify the Personal Information in a secure manner that protects the privacy of the individual whom the information relates to.

We obtain your consent prior to collecting, and in any case, prior to using or disclosing your Personal Information. You may provide your consent to us either orally or in writing. For example, when you respond to a survey, you provide your consent to allow us to use your Personal Information for the purpose of conducting quantitative and qualitative market and social research.

From time to time, we may collect, use or disclose your Personal Information based on your consent and as permitted by law. If you provide us with sensitive Personal Information such as health or financial information, we will obtain your express consent for the collection, use and disclosure of such sensitive Personal Information.