

## Survey Analytics LLC Privacy Policy

Effective ~~November 11~~ December 22, 2011

### 1. General Information

This privacy policy applies to Survey Analytics LLC products, services, research panels, sub-research panels and any other research panels created, maintained, and/or operated by Survey Analytics LLC and/or its affiliates, subsidiaries and/or divisions.

Survey Analytics LLC strives to conform its privacy practices, policies and/or procedures with any and all applicable international, country specific, US federal, state and/or local laws, codes, regulations, and requirements and the industry codes, standards and regulations of various market and opinion research professional associations and/or organizations, including without limitation the ICC/ESOMAR International Code on Market and Social Research and the Code of Standards and Ethics for Survey Research of the Council of American Survey Research Organizations (CASRO). Survey Analytics LLC is committed to protecting the security and integrity of all personal information collected by or disclosed to Survey Analytics LLC. Survey Analytics LLC will not use any personal information for direct marketing or advertising purposes and membership as a research panel member and/or participation in any surveys are completely voluntary. This privacy policy identifies the personal information that Survey Analytics LLC collects; how such personal information will be used and protected; and your rights.

### 2. Information Collection and Use

#### Registration

In order to use this Web site, you must first complete the registration form and create a username and password. During registration you are required to give contact information (including email address). We use this information to contact you about the services on our site in which you have expressed interest.

After registering with the site, we use your email address to provide you with a series of 'Ongoing Communications and Product Updates' (see '[7. Communication from the Site](#)'). These communications are used to give you a better understanding of the site, what it offers, and how it is best utilized. As always, you have the option not to receive these types of communications (see 'Choice and Opt-out' in '[8. Information Sharing and Disclosure](#)').

#### Orders

If you purchase a product or service from us, we request certain personally identifiable information from you on our order form. You must provide contact information (such as name and billing address) and financial information (such as credit card number, expiration date). We use this information for billing purposes. If we have trouble processing an order, we will use this information to contact you. We will also use this information to send you 'Service-related Communications' (see '[7. Communication from the Site](#)'). These include email confirmations of billing transactions, account upgrades, and account cancellations. Please see the '[13. Contact Us](#)' ~~section~~ below.

## Profile

We store information that we collect through user input, cookies, log files, and user surveys to create a 'profile' of preferences. This profile information includes each of the following categories:

- a. Registration Information: username, password, first name, last name, email address, phone
- b. Order Information: credit card number, credit card, expiration, billing address
- c. Preferences: profile information that categorizes how the software is utilized

Details of the user profile are used to contact the user (see '7. Communication from the Site') and provide tailored promotions and marketing offers and to improve the content of the site.

Profile information may be updated at any time by clicking on the 'My Account' link while the user is logged into their administrative account.

## 3. European Visitors

### Note for European Visitors

Please note that Survey Analytics LLC may transfer collected information outside the European Economic Area. By using our web site and providing us with your personal data, you consent to such transfer of your personal data.

### EU Safe Harbor

[Survey Analytics LLC complies with the U.S.-EU Safe Harbor Framework and the U.S.-Swiss Safe Harbor Framework as set forth by the U.S. Department of Commerce regarding the collection, use, and retention of personal information from European Union member countries and Switzerland. Survey Analytics LLC has certified that it adheres to the Safe Harbor Privacy Principles of notice, choice, onward transfer, security, data integrity, access, and enforcement. To learn more about the Safe Harbor program, and to view Survey Analytics LLC's certification, please visit <http://www.export.gov/safeharbor/>](#)

~~Survey Analytics LLC, complies with the U.S.-EU Safe Harbor Framework as set forth by the U.S. Department of Commerce regarding the collection, use, and retention of personal information from European Union member countries. Survey Analytics LLC has certified that it adheres to the Safe Harbor Privacy Principles of notice, choice, onward transfer, security, data integrity, access, and enforcement. To learn more about the Safe Harbor program, and to view our certification page, please visit <http://www.export.gov/safeharbor/>~~

### Privacy Complaints by European Union Citizens

In compliance with the Safe Harbor Principles, Survey Analytics LLC commits to resolve complaints about your privacy and our collection or use of your personal information. European Union citizens with inquiries or complaints regarding this privacy policy should first contact Survey Analytics LLC:

Andrew Jeavons  
Privacy Compliance Officer  
Survey Analytics LLC  
Survey Analytics  
3518 Fremont Ave N  
#598  
Seattle, WA, 98103  
email: [privacy@surveyanalytics.com](mailto:privacy@surveyanalytics.com)

Survey Analytics LLC, has further committed to refer unresolved privacy complaints under the Safe Harbor Principles to an independent dispute resolution mechanism, the BBB EU Safe Harbor, operated by the Council of Better Business Bureaus.

If you do not receive timely acknowledgment of your complaint, or if your complaint is not satisfactorily addressed by (your business name), please visit the BBB EU SAFE HARBOR web site at [www.bbb.org/us/safe-harbor-complaints](http://www.bbb.org/us/safe-harbor-complaints) for more information and to file a complaint.

~~If you do not receive timely acknowledgment of your complaint, or if your complaint is not satisfactorily addressed by (your business name), you may contact:~~

~~Council of Better Business Bureaus, Inc.  
BBB EU Safe Harbor  
4200 Wilson Boulevard,  
Suite 800  
Arlington, VA 22203  
Phone: 703-276-0100  
Web: [www.bbb.org/us](http://www.bbb.org/us)  
Email: [eusafeharbor@council.bbb.org](mailto:eusafeharbor@council.bbb.org)~~

#### **4. Surveys or Contests**

If you are a member of a Survey Analytics LLC research panel, we may from time-to-time provide you with the opportunity to participate in surveys on our site. If you participate, we will request certain personally identifiable information from you. Participation in these surveys is completely voluntary and you therefore have a choice whether or not to disclose this information. The requested information typically includes contact information (such as name and/or username), and demographic information (such as zip code).

We use this information gain knowledge about our users and their experience using the site.

#### **5. Tell-A-Friend**

If you are a member of a Survey Analytics LLC research panel and choose to use our referral service to tell a friend about our site, we will ask you for your friend's name and email address. We will automatically send your friend a one-time email inviting him or her to visit the site. Survey Analytics LLC stores this information for the sole purpose of sending a one-time email and tracking the success of our referral program. This tracking is necessary so that we may provide incentives to the users who have initiated the

referral.

Referrals will receive a one brief email introducing them to our service. We will not send the referrals future mailings unless further communication is requested. Anyone who has been referred to our site may contact [support@surveyanalytics.com](mailto:support@surveyanalytics.com). (You may also submit an inquiry by clicking the 'Contact Us' link on our homepage.) and request to be removed from the database.

## **6. Uses of Information**

Any information shared with Survey Analytics LLC during the creation of a survey is owned solely by the administrator of that survey. By the nature of how our service works, surveys need to be shared via a URL on the Internet. We provide the option to password protect your surveys if they contain sensitive content.

Email addresses uploaded to the system for the purpose of sending survey invitations and email communication are owned solely by the survey administrator. We will never share any information uploaded to the system with any 3rd parties.

Data collected through surveys is owned solely by the survey administrator. By default, the data is only accessible by providing a username and password and logging into the site. There is the option to share online reports via a URL from the administrative account. The survey administrator controls this option. We will never use any of the data collected.

Survey Analytics LLC may collect the Internet protocol address (the IP address) that is publicly available on your computer. The IP address is not collected for the purpose of tracking or monitoring your activity on the Internet. In non-United States jurisdictions an IP address may be classified as personal information or personal data under applicable laws; therefore, to the extent that Survey Analytics LLC collects IP addresses, Survey Analytics LLC will collect, use, maintain, secure and/or disclose IP addresses in accordance with applicable Laws.

## **7. Communications from the Site**

### **Ongoing Communication and Product Updates**

We will occasionally send you information on product enhancements, new services, and additional instruction on utilizing our services. These communications are designed to educate our users on the services offered. Out of respect for your privacy, we present the option not to receive these types of communications. Please see ~~the~~ 'Choice and Opt-out' [in '8. Information Sharing and Disclosure.'](#)

### **Service-related Announcements**

We will send you strictly service-related announcements when it is necessary to do so. For instance, if our service is temporarily suspended for maintenance, we might send you an email. Service-related emails are also sent confirming billing transactions, account upgrades, and account cancellations.

Generally, you may not opt-out of these communications, which are not promotional in

nature. If you do not wish to receive them, you have the option to cancel your account.

### **Customer Service**

Based upon the personally identifiable information you provide us, we will send you a welcoming email to verify your username and password as well account manager contact information. We will also communicate with you in response to your inquiries, to provide the services you request, and to manage your account.

### **Survey Invitations**

If you are a member of a Survey Analytics LLC research panel, we may from time-to-time send you email invitations to surveys. We may also periodically send you emails regarding research panel information and communicate with you in response to your inquiries, to provide information you request.

## **8.Information Sharing and Disclosure**

### **Personally Identifiable Information Sharing with Partners**

We do not share any personally identifiable information with any third parties except as indicated below.

If a user specifically requests a service from one of our partnering companies, their personally identifying information will be shared. The partnering company may contact them directly regarding their inquiry. Any requests of partnering companies are initiated solely by the user and it will be clearly indicated that a partnering company offers the requested service.

We may use the third party research panel providers to provide survey respondents for clients who request online survey panels. When you request access to such an online survey panel, your contact information will be shared with third party research panel providers as necessary for them to provide that service. Third party research panel providers are prohibited from using your personally identifiable information for any other purpose.

We use the third party LivePerson to host chat support on our site. When you request live chat support, your contact information will be stored by LivePerson as necessary for them to provide that service. LivePerson is prohibited from using your personally identifiable information for any other purpose. (LivePerson Privacy Policy:<http://www.liveperson.com/help/privacy.asp>)

We use an outside credit card processing company to bill you for goods and services. These companies do not retain, share, store or use personally identifiable information for any other purposes.

We reserve the right to disclose your personally identifiable information as required by law and when we believe that disclosure is necessary to protect our rights and/or to comply with a judicial proceeding, court order, or legal process.

### **Choice/Opt-out**

If you no longer wish to receive our product updates, you may opt-out of receiving them by following the instructions included in each product update email. If you are a member of a Survey Analytics LLC research panel, you may opt-out of membership in our research panels by following instructions included in each survey invitation.

### **Web Analytics**

We use a third-party tracking service called Google Analytics that uses cookies to track non-personally identifiable information about visitors to our site in aggregate form. This information includes Internet protocol (IP) addresses, browser type, Internet service provider (ISP), referring/exit pages, operating system, date/time stamp, and clickstream data.

We use this information, which does not identify individual users, to analyze trends, to administer the site, to track users' movements around the site and to gather demographic information about our user base as a whole.

IP addresses are tied to personally identifiable information to identify the country of origin of the user. This information is used to facilitate the use of the service and our multi-lingual options.

### **Cookies**

A cookie is a small text file that is stored on a user's computer for record-keeping purposes. We use cookies on this site. We do not link the information we store in cookies to any personally identifiable information you submit while on our site.

We use both session ID cookies and persistent cookies. We use session cookies to make it easier for you to navigate our site and validate that you have logged into your administrative account. A session ID cookie expires when you close your browser. A persistent cookie remains on your hard drive for an extended period of time. You can remove persistent cookies by following directions provided in your Internet browser's 'help' file.

If you reject cookies, the site will not function properly after logging in to your administrative account.

### **Clear Gifs**

We use clear gifs in our HTML-based emails to let us know which emails have been opened by recipients. This allows us to gauge the effectiveness of certain communications and the effectiveness of our marketing campaigns. If you would like to opt-out of these emails, please see 'Choice and Opt-out' [in '8. Information Sharing and Disclosure.'](#)

### **9. Bulletin Boards/Chat Rooms**

If you use a bulletin board or chat room on this site, you should be aware that any personally identifiable information you submit there can be read, collected, or used by other users of these forums, and could be used to send you unsolicited messages. We

are not responsible for the personally identifiable information you choose to submit in these forums. This forum is only accessible via QuestionPro.com (<http://forum.questionpro.com>).

## **10. Access to Personally Identifiable Information**

If your personally identifiable information changes, or if you no longer desire our service, you may update or cancel your account at any time by logging into the system and clicking on the 'My Account' link. Options for updating your profile and account cancellations are available here.

## **11. Security**

The security of your personal information is important to us. When you enter sensitive information such as credit card number on our order forms, we encrypt that information using secure socket layer technology (SSL).

We follow generally accepted industry standards to protect the personal information submitted to us, both during transmission and once we receive it. No method of transmission over the Internet, or method of electronic storage, is 100% secure, however. Therefore, while we strive to use commercially acceptable means to protect your personal information, we cannot guarantee its absolute security.

## **12. Changes in this Privacy Statement**

If we decide to change our privacy policy, we will post those changes to this privacy statement and other places we deem appropriate so that you are aware of what information we collect, how we use it, and under what circumstances, if any, we disclose it. We reserve the right to modify this privacy statement at any time, so please review it frequently. If we make material changes to this policy, we will notify you here, by email, or by means of a notice on our homepage.

## **13. Contact Us**

Survey Analytics LLC is committed to working with individuals to obtain a fair resolution to any complaints or disputes about privacy and personal information. Survey Analytics LLC's commitment to privacy is demonstrated and documented by our internal Privacy Compliance Officer, by our adherence to the applicable laws and codes, and by our compliance with the EU Safe Harbor Principles. If you have any complaints or concerns about this privacy policy you can contact:

Andrew Jeavons  
Privacy Compliance Officer  
Survey Analytics LLC  
Survey Analytics  
3518 Fremont Ave N  
#598  
Seattle, WA, 98103  
email: [privacy@surveyanalytics.com](mailto:privacy@surveyanalytics.com)