

Privacy Policy

Singular Summary and Aggregate Statistical Information

Personal demographic and profile data regarding our Survey Participants is only shared with our Sponsors and other third parties on a singular summary basis or an aggregate basis. Singular summary information is data that describes the interest profile and demographics data of a Survey Participant without specifically identifying the Survey Participant. For example, this data does not contain personally identifying information such as an e-mail address. Aggregate information is data that describes the interest profiles and demographics of Survey Participants as a group (in the aggregate) without specifically identifying any single Survey Participant who helps comprise that group. This data also does not contain personally identifying information such as an e-mail address but describes group interest profiles (for example, car brand preferences of Survey Participants as a group) and group demographic information (for example, the average age of Survey Participants as a group).

Surveys

The information requested in these surveys may include, but is not limited to, your opinions, purchase history, and purchase intent regarding consumer and/or business products and services. Again, you are not required to provide us with this information if you do not want to. The information collected by these surveys is used in connection with market research sponsored by third-party companies and by us to customize and tailor your experience with our company. We reserve the right to share this information in singular summary and aggregate form with third parties.

Protection Private Information

We promise that we will never willfully sell, trade, rent, disclose, or make available your identity, e-mail address, phone number, or home address to any outside third party without receiving your authorization to do so, or unless we believe in good faith that such action is reasonably necessary: to comply with the law or any legal process; to investigate, prevent, or take action regarding illegal activities or suspected fraud; to establish, protect and/or defend our rights and property.

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