

PRIVACY POLICY

Vocci, LLC is committed to protecting the privacy of all information we collect from our clients and from research participants. This policy applies to all client and personal information that we collect or use in the course of conducting our business. This policy covers all client information and research participant data housed at any Vocci facility or stored on Vocci staff computers. Anyone who has access to such information or data must follow this policy.

Client Information

We treat all information we receive from clients as confidential and do not use the information for any purpose other than to fulfill our obligations to them. We keep client information secure at all times, and prevent the misuse and unauthorized disclosure of it by our employees or any third parties.

Research Participant Information

All responses to our research are completely confidential. We collect data in our studies for research purposes only, and our use of that information will be limited to that purpose. Research participant answers will not be used by any entity as an aid for sales.

Research participation is voluntary and sample members always have the opportunity to decline involvement or to "opt out" of the research after agreeing to participate. This option applies whether studies are fielded through an online panel provider or directly from Vocci. We do not collect personally identifiable information (PII), including email addresses, without research participant consent.

We do not rent, sell or give personally identifiable information to any third party for the purpose of directly marketing any products or services. In some cases we may need to share PII with third parties that provide research services in support of the research project. Any third party that receives PII is obligated to follow all of the same privacy protection regulations as followed by Vocci.

Children

We do not contact children under the age of 18 without consent from a parent or guardian.

Opt Out Policy

If you wish to be removed from Vocci's email or panel lists, please contact Vocci via email at info@vocci.com.

CASRO Code of Standards and Ethics

As a member of the Insights Association (a merger of CASRO and the Market Research Association), Vocci, LLC complies with the CASRO Code of Standards and Ethics, designed to "promote an ethical culture in the marketing research profession where principles of honesty, professionalism, fairness and confidentiality combine to support the profession's success. The Code sets standards of ethical conduct for all Insight Association members applied against the background of applicable law."

"The Code requires that members – regardless of research type or approach they employ – act to instill confidence in research quality to improve its acceptance, and to encourage participation by respecting the public's rights as respondents. The Code addresses the responsibilities of marketing researchers to each other, the public and anyone benefiting from research and the decisions resulting from it."

To learn more about the CASRO Code of Standards and Ethics, or to confirm Vocci's status as a member, please visit <http://www.insightsassociation.org/>.

In compliance with the CASRO Code of Standards and Ethics, Voccii commits to resolve complaints about our collection or use of your personal information. Individuals with inquiries or complaints regarding our privacy policy should first contact Market Strategies at info@voccii.com.

Any data to be transferred for any reason is limited and for specified research purposes only. Any vendors or third parties working with or for Voccii are contractually obligated to comply with Voccii's guidelines for confidentiality and data security, and in compliance with Insights Association requirements. When transferring data to a third party acting as an agent, the agent is obligated to provide at least the same level of privacy protection as is required by the CASRO Code of Standards and Ethics.

Respondent Participation

Voccii strictly abides by the Insights Association rules of participation. You can opt-out of any and all participation at any time with no penalty or hesitation. Your participation is entirely voluntary. If you wish to be removed from Voccii's email or phone contact lists, please contact Voccii via email at info@voccii.com and asked to be removed from the database. If there's an opportunity to participate in a non-survey research activity, and if this opportunity includes any sort of media or self-identification, you will always be asked for permission to participate in said activities PRIOR to collection of data. You can continue participation in other research activities and choose not to participate in anything that identifies you in special research requests, with no penalty or hesitation. All participation is by permission only. You may discontinue your participation in research with Voccii at any time. Any communication requesting participation by others in the household will be clearly communicated to the primary research participant(s), with no requirement for participation. Data remains secure via all Insights Association guidelines.

Online Tracking

Voccii respects the voluntary nature of research participation, and protects our survey respondents' identities when collecting market research responses online. Personally identifiable information is only collected when the research participant deliberately and voluntarily provides it. The only use of their web browsing activity when interacting with our survey platform (through Qualtrics) is to ensure a stable, error-free survey experience.

The only information we collect from visitors to our corporate website www.voccii.com is the information they voluntarily provide on the Contact Us form. Otherwise, the only use of their web browsing activity is to generate aggregate traffic reporting statistics for the website.

Whether or not we receive Do Not Track request signals from a web browser, we will never use browsing activity information from our survey respondents to provide or offer third party advertising content.

Compliance

As members of the Insights Association, we strive to model our policies according to those guidelines. We are also subject to the investigatory and enforcement powers of the Federal Trade Commission (FTC). If you are concerned about our use of personal or client information, please contact us by email at info@voccii.com or by telephone at 704.247.6160.

Changes in the Privacy Statement

We may update this Privacy Statement from time to time by posting an amended version of the statement on the Voccii, LLC Web site. Please refer to this policy regularly. If at any time we decide to use personally identifiable information in a different manner than was stated at the time it was collected, we will notify you directly via email for your consent.

Legal Obligations

Under certain circumstances permitted or required by law (for example, in connection with law enforcement investigations), we may be required to disclose client data or personal information without giving notice.