



the olinger group

get smart.

## Privacy Policy

Revised on May 2014

---

The Olinger Group (hereafter as “we” “our”) believes in and respects your privacy and the sanctity of the information you may provide to us. As members of CASRO, we adhere to CASRO’s [Code of Standards](#), including strict privacy regulations in market research. Additionally, The Olinger Group is pursuing ISO 20252 certification, meaning that we follow rigorous business practices and procedures.

The following privacy policy is intended to explain our policy for collecting, storing, using, and disseminating personal information collected during participation in our surveys. Additionally, the policy will disclose how you, as a survey participant, may find out about your personal information on file, how to correct or change it, and how to opt-out of any panels that you have opted-in to.

This policy applies only to personal information collected during participation in one of The Olinger Group’s surveys.

**NOTE: If you are under the age of 13, you may not use any of our services, our site, or participate in any surveys.**

We may occasionally make changes or additions to this policy. We will update the policy as necessary at our discretion. These changes will be placed in the policy and will apply to all collection, use, and disclosure of personal information after the changes are made. We will notify the public of major changes via a prominent announcement on our website, and on the top of our policy. Additionally, we will contact panel members through email (previously provided to us) for substantial changes. We will use personally identifiable information in accordance with the privacy policy under which the information was collected.

### What personal information do we collect in our surveys?

#### A. Personal Information:

Personal information is always knowingly and voluntarily provided to us by the survey respondent. Personal Information pertains to any information that is identifiable to you. This may include your name, phone number, mailing address, email address, demographic information. Additionally, this may include information pertaining to other members in your household.

#### B. Log Files

Like many websites, we collect log files. Log files include information that is gathered from your web browser. This information is not personally identifiable and includes internet protocol (IP) address, operating system, browser type, internet service provider (ISP), date and time stamp, and completion times. We aggregate this information to analyze current trends, track changes, and ensure technological compatibility. This

information is never stored with personally identifiable information beyond any one survey. Additionally, it is never transmitted with personally identifiable information.

**C. Cookies:**

We use cookies only in certain surveys. Cookies are mainly used in password-protected surveys. We use persistent cookies, small files that are stored on a respondent's browser for the convenience of our participants. We do not use Session ID cookies. The only purpose of these cookies is to allow a respondent reenter an already begun survey at the point where they left off, rather than start over.

**D. Other Information:**

We do not collect any other user information without explanation and consent from the respondent.

**How do we collect personally identifiable information?**

We only collect respondent information in our surveys through voluntary and lawful ways. This means collecting information only where and when the respondent has consented. Consent is obtained in the survey when a respondent willingly enters his/her information, including email address. The nature of the use of the information, which is never identified with the survey answers, will always be clearly displayed before asking for the information. By providing personally identifiable information, the respondent is consenting.

We may receive personally identifiable information from a client. This information has been previously volunteered by the respondent and is only used for survey invitations and for determining appropriate questions to ask within a survey. This information will never be associated with the respondent's answers and will never be returned to the client with any identifying information. Agreements between The Olinger Group and our clients ensure that personally identifiable information is not shared with the clients or outside parties, and will never be used for any purpose (including sales transfers) without the person's consent.

**How do we use personally identifiable information?**

Use and purpose of collecting personally identifiable information will be revealed at the time consent is received for collecting the information.

One of the most frequent reasons for collecting personally identifiable information is to distribute incentives or rewards for a survey. This information is only used to contact the winner or distribute earned incentives. It is removed from the survey data at that time and destroyed.

Information such as email address may be collected for opting into participation in a panel or future surveys. In this case, the respondent has consented to The Olinger Group contacting them via email for future survey opportunities. Email addresses may be used as a unique identifier or password for security purposes, but only when legally available from a responsible source or in opt-in cases.

Personally identifiable information may be collected to verify the respondent is in fact who they say they are. This is applicable if we possess some information prior to the survey, possibly from a client list, or from opting in to providing information in a previous survey.

If personally identifiable information is supplied to us by a client, we may provide a list of those who have completed, started but not finished, or have not started surveys, without

identification of any survey answers. Additionally, this information may be displayed at the aggregate level in association with survey results. This would not be done in such a way as to disclose any personally identifiable information or allow anyone to match answers to respondents.

Other reasons for collecting personally identifiable information include use in the aggregate. For example, collecting zip plus four or street address information to retrieve census information about a particular geographic area.

**Will we ever share, sell, or disclose any personally identifiable information? No.**

We will never share personally identifiable information without your permission. We will never sell any personally identifiable information to anyone.

If personally identifiable information was provided by a client, we may allow the client to know who took the survey. This generally only applies when the client is dispersing survey invitations. This includes information that is not attached to survey responses, and is simply the information that was already provided to us from the client. As the respondent has already given consent to the client to obtain this information, we are respecting respondent privacy.

We may use a third party to invite survey participants or to award prizes to contest winners. However, these intermediaries may not use users' personally identifiable information for any other reason.

**What safeguards do we take to protect personally identifiable information?**

We implement numerous restraints and safeguards to protect user privacy. These include technological, organizational, and physical security measures. These restraints protect user information from being obtained, viewed or used by unauthorized persons. We maintain a secure password-protected server with limited and monitored access. Passwords are changed frequently for a higher level of security. Only a few employees – those who need access - are allowed to view personally identifiable information. Additionally, personally identifiable information is dissociated with survey responses whenever possible. This information is deleted when possible as well; for example after a contest has taken place.

Survey information is password protected. Additionally, special software must be used to view survey results.

We are HIPPA compliant. This is most relevant for protected personal health information but applies when very sensitive personal information is collected, particularly health care information. Following HIPPA guidelines means that we take very strict precautions to protect sensitive personally identifiable information. Even higher precautions, such as encrypted email and closed-loop mail systems are in place for this level of sensitive information.

**What about external links connected to our surveys?**

If external links are associated with our surveys, we are not responsible for these external sources. This privacy policy only applies to material and information owned by The Olinger Group. We encourage users to check other's privacy statements before supplying personally identifiable information to other websites.

### **How can a user opt-out of our services?**

Users may choose to opt-out at any time. Surveys are voluntary and the user may complete them at his or her discretion. Additionally, providing any personally identifiable information, including for contests, is voluntary. However, to be eligible for a prize, the user must provide their contact information.

A user may opt-out of one of our panels at anytime. By contacting The Olinger Group at the information provided below, a user may request to disengage from being involved in our surveys.

If personally identifiable information changes, please contact us using the information below to correct, update, or delete information.

### **Confidentiality and Legal Issues**

We take the utmost precaution in guarding personally identifiable information. Due to the insecurity of the internet and the transferring of information over the internet, networks, servers, hardware, or software that is not owned and operated by The Olinger Group, we cannot guarantee absolute security of information provided. Furthermore, in certain legal circumstances, where required by law, we may disclose personally identifiable information in order to comply with a court order, judicial proceeding, or legal process served to us.

### **How can one contact The Olinger Group?**

To contact The Olinger Group about any information, including this privacy policy, please use the following information:

**The Olinger Group**  
**601 Poydras Street, Suite 2550**  
**New Orleans, LA 70130**  
**Phone: 504-208-4300**  
**Email: [surveysupport@olingergroup.com](mailto:surveysupport@olingergroup.com)**