



Ipsos Survey Participants have been invited to take part in a major national research effort. Participants may complete surveys to provide feedback and opinions on a range of questions, and may contribute other types of data along with other Survey Participants. Active Survey Participants receive certain benefits from Ipsos Public Affairs, LLC in exchange for participating in a survey.

1 OUR PRIVACY COMMITMENTS

Ipsos respects the privacy of every Survey Participant. This Privacy Statement outlines the information Ipsos will collect and how we will use that information you provide on our web sites: knsurvey.com and members.knowledgepanel.com. This Statement will also tell you how you can verify the accuracy of your Personal Information (defined below) submitted to Ipsos and how you can request that we delete or update your Personal Information.

We've developed our privacy policy from industry guidelines and standards, and local, national, and international laws and requirements. All privacy practices and methods described in this policy apply only insofar as permitted by the applicable standards, laws and requirements.

Thanks again for placing your trust in Ipsos.

2 INFORMATION COLLECTED AND HOW WE USE IT WHAT WE

COLLECT:

A) PERSONAL AND DEMOGRAPHIC INFORMATION

During the Ipsos Survey recruitment process, Ipsos collects personal information that is information that could personally identify you, such as your name, address, email address and the names and ages of members of your household (such personally identifiable information being referred to as "Personal Information"). Personal Information excludes Demographic Information (as defined below). In addition, Ipsos frequently asks Survey Participants for characteristics that will not generally by themselves personally identify you (such as health problems or consumer habits), attributes, and demographic information (such as age, income, gender) (collectively, "Demographic Information") via surveys (online, phone, mail or other form).

B) OPERATING INFORMATION

Ipsos may, in the course of interacting with Survey Participants, gather other types of information from Survey Participants ("Operating Information"). For example, as an Ipsos Survey Participant, you may be able to receive surveys from Ipsos periodically with your express permission. These surveys will ask questions about your interests, needs, and attitudes. We will receive your responses to these surveys. If we offer features, services, or programs in which you explicitly agree to participate, then Ipsos will receive information from those features, services, or programs.

C) LOG FILES

As is true of most websites, we gather certain information automatically and store it in log files. 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.

We do not link this automatically-collected data to Personal Information.

D) COOKIES AND TRACKING TECHNOLOGIES

Technologies such as: cookies, beacons, tags, scripts and similar technologies are used by Ipsos and our partners for research purposes.

A cookie is a small text file that is stored on a user's computer for record-keeping purposes. Cookies are often used for surveys to help us connect the web pages together for a survey. We may use persistent cookies on the Ipsos Survey Participant site. Persistent cookies are used when you register as a Survey Participant or log into our site, and are used to store information such as your email address and password. We use these cookies to recognize Survey Participants when they participate in surveys and to record information about the survey, such as when the survey is completed and how much of the survey has been completed. 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, you may still use our site, but your ability to use some areas of our site, such as contests or surveys, will be limited.

We do not link the information we store in cookies to any Personal Information you submit while on our site. We do not have access to, or control over, cookies that may exist on your hard drive that were placed by third parties. We cannot control how they may be used by third parties or otherwise have any control over the type of content that may be included with any tags incorporated in those cookies.

HOW WE USE YOUR INFORMATION:

A) PERSONAL AND DEMOGRAPHIC INFORMATION

Personal Information is used with your express permission to communicate with you or other household members, and to assist you with questions that you may have about the Ipsos Survey procedures. It may also be used for study recruitment, contest entry processing or delivery of free gifts to Ipsos Survey Participants.

Survey Participants are asked for Demographic Information in order to pre-qualify members or households for surveys that target specific groups. We also use this information to ensure that our study accurately represents the country's population as a whole. Personal Information concerning location or address is also used to ensure that our study accurately represents the country's population as a whole.

Ipsos uses Personal Information and Demographic Information solely in the conduct of its research business. Personal Information or Demographic Information may be combined with information collected about you by Ipsos or third parties with your express permission, with information that is collected about you from public records, or with information that Ipsos may acquire from third parties that have a legal right to provide such information to Ipsos.

If you provide us with your mobile phone number, Ipsos and/or its agents may contact you periodically using an automatic telephone dialing system, interactive voice response technology or SMS text message for purposes related to your participation in the Ipsos Survey. For example, we may use interactive voice response technology and SMS text messages to notify or remind Survey Participants when a survey is available for completion. You may revoke your consent to be contacted by an automatic telephone dialing system or interactive voice response technology on your mobile phone by contacting Ipsos. See the ACCESS TO YOUR INFORMATION AND COMPLAINTS section below. If you no longer want to receive SMS text messages from Ipsos or our agents, please reply to our or their SMS text messages by writing STOP.

Please refer to Accessing, Correcting, Updating and Preventing Use of Your Personal Information or Demographic Information below for information regarding your ability to control and manage your Personal Information and Demographic Information.

B) OPERATING INFORMATION

Ipsos uses Operating Information solely in the conduct of its research business. As is the case with Personal Information and Demographic Information, Operating Information may be combined with information collected about you by third parties with your express permission, with information that is collected about you from public records, or with information that Ipsos may acquire from third parties that have a legal right to provide such information to Ipsos.

3 DATA SHARING AND TRANSFER

A) HOW WE MAY SHARE INFORMATION:

Except as detailed in this section of the Privacy Statement, Personal Information regarding Ipsos Survey Participants will never be shared with any third parties without your express permission. We do not sell your personal information to third parties.

We reserve the right, however, to disclose your Personal Information as required by law and when we believe that disclosure is necessary to protect our rights and/or comply with a judicial proceeding, court order, or legal process served on Ipsos or its employees or agents.

In addition, occasionally Ipsos will share contact information, such as name and mailing address, with third parties with whom we have partnered to provide specific services to Ipsos, or services on behalf of Ipsos, specifically for the purposes of study recruitment, study communications, contest entry processing or delivery of free gifts to Ipsos Survey Participants. These partners have agreed not to share or resell this data and they are contractually obligated not to use any Personal Information except for the purpose of providing these services, unless you enter into a relationship with them that would directly allow them to do so.

Ipsos collects and shares Demographic Information and Operating Information with its research clients ("Clients") in an anonymous form. We may share this information with our Clients on an anonymous individual basis to provide your individual Demographic Information and Operating Information (without specifically identifying you), and may provide this information on an aggregate basis with respect to a group of our Survey Participants to describe group demographics or interest profiles (again, without specifically identifying any Survey Participant).

Our research Clients will never receive Personal Information of Survey Participants, nor will they be able to identify Survey Participants, without your express permission.

Ipsos is an expanding business, and like other companies, we sometimes acquire or divest business units or ourselves be acquired. As part of such transfers or mergers, we may convey the business assets of the particular business unit, or the company as a whole, including Personal Information, Demographic Information, or Operating Information of Survey Participants. In that eventuality, you would be notified by mail or by email.

B) DATA TRANSFERS:

Your Personal Information, Demographic Information, and Operating Information will generally be stored in our Ipsos databases. For easier processing of postal mailings or e-mail communications, contests, sweepstakes, or other marketing purposes, or for Survey recruitment or Survey communications, however, your Personal Information, Demographic Information, or Operating Information may be sent to or accessed by Ipsos' service providers and contractors who are obligated to keep such information confidential in countries outside the United States or the European Union. Ipsos data protection standards and those of its service providers and contractors are the same, regardless of where your information is stored.

Ipsos' legal entities outside the European Union have entered into intra-company data protection agreements using standard contractual clauses prepared by the European Commission. Moreover, Ipsos U.S. entities have entered into data protection agreements with service providers and other business partners. These agreements require the contracting parties to respect the confidentiality of your Personal Information and to handle European personal data in accordance with applicable European data protection laws.

4 DATA SECURITY AND RESPONSIBILITY

Ipsos is committed to keeping the data you provide us secure and will take reasonable precautions to protect your Personal Information from loss, misuse or alteration. Vendors, contractors, or partners of Ipsos who have access to your Personal Information in connection with providing services for Ipsos are contractually required to keep the information confidential and are not permitted to use this information for any other purpose than to carry out the services they are performing for Ipsos.

Ipsos also safeguards Personal Information, Demographic Information, and Operating Information from unauthorized access. Most Operating Information is maintained in databases that are separate from those containing Personal Information and Demographic Information. Only authorized Ipsos employees or agents carrying out permitted business functions are allowed to access these databases. In addition, each employee of Ipsos is required to sign a confidentiality agreement requiring him or her to keep confidential all Personal Information of Survey Participants. Employees who violate the confidentiality agreement are subject to disciplinary actions, including termination when appropriate.

While we strive to use industry-standard security technology, procedures and other measures to help protect your Personal or Demographic Information, we cannot guarantee the security of the information you transmit.

5 LINKS TO THIRD PARTY SITES

Our Site includes links to other websites whose privacy practices may differ from those of Ipsos. If you submit personal information to any of those sites, your information is governed by their privacy policies. We encourage you to carefully read the privacy policy of any website you visit.

6 CHANGES TO THIS PRIVACY STATEMENT

We may update this privacy statement to reflect changes to our information practices. If we make any material changes we will notify you by email (sent to the e-mail address specified in your account) or by means of a notice on this Site prior to the change becoming effective. We encourage you to periodically review this page for the latest information on our privacy practices.

7 ACCESS TO YOUR INFORMATION AND COMPLAINTS

A) Accessing, Correcting, Updating and Preventing Use of Your Personal Information or Demographic Information.

If you have submitted Personal or Demographic Information to Ipsos through an Ipsos survey or otherwise, or if someone else has otherwise submitted your Personal or Demographic Information to Ipsos, you can:

- Access, Correct, Update Your Personal or Demographic Information, by emailing your request to: info@knsurvey.com, or by sending us a letter to the address listed below. Ipsos will use reasonable efforts to supply you with the information you requested to access and to correct any factual inaccuracies in this information within a reasonable timeframe.
- Prevent Further Use of Your Personal or Demographic Information, by emailing your request to: info@knsurvey.com. Alternatively, you may call us at 1-800-782-6899 or send us a letter to the address listed below. In each case, we will then use reasonable efforts to prevent further use of your personal information or demographic information in our files.
- We will retain your information for as long as your account is active or as needed to provide you services. If you wish to cancel your account or request that we no longer use your information to provide you services contact us at info@knsurvey.com. We will retain and use your information as necessary to comply with our legal obligations, resolve disputes, and enforce our agreements.

B) Complaints

Ipsos is committed to working with consumers to obtain a fair and rapid resolution of any complaints or disputes about privacy. Please send us your questions or comments regarding our privacy practices or requests to revoke consent to be

contacted by an automatic telephone dialing system or interactive voice technology on your mobile phone by emailing us at: info@knsurvey.com, or send us a letter to:

Ref: Ipsos Survey
Data Protection Officer
Ipsos Public Affairs, LLC
PO Box 479
Roseland, NJ 07068-0479

We value the opinions and feedback of Survey Participants to help improve our service. If your participation with Ipsos comes to an end, we may choose to send you a brief, voluntary exit survey regarding your experience.