

Langer Research Associates Participant Privacy Notice

Effective Date: Sept. 1, 2019

Last Revised: Sept. 1, 2019

This Privacy Notice defines how Langer Research Associates LLC ("Langer Research") collects, stores, uses and discloses Personal Data (as defined below). Langer Research will, and will cause its third-party partners to, establish and maintain business procedures that are consistent with this Privacy Notice.

WE PROTECT YOUR PRIVACY

Langer Research designs, fields, manages and analyzes surveys on people's attitudes and behavior. We are strongly committed to the protection of the confidentiality of Personal Data. We strive to conform our privacy practices to applicable laws and regulations as well as the Code of Professional Ethics and Standards of the American Association for Public Opinion Research.

INFORMATION WE COLLECT, INCLUDING PERSONAL DATA

We, or third-party partners working on our behalf, may collect data via telephone surveys, online surveys, mail surveys, in-person surveys, focus groups, online forums or other data collection methods. We only collect information for research purposes. This includes:

- survey and other research data collected from our respondents;
- data we may obtain from secondary sources;
- Personal Data; and
- Sensitive Personal Data

We will always collect Personal Data and Sensitive Personal Data by fair and lawful means.

WHAT PERSONAL DATA DO WE COLLECT?

Personal Data is any information relating to an identified or identifiable natural person. An identifiable natural person is one who can be identified, directly or indirectly, in particular by reference to an identifier such as a name, an identification number, location data, online identifier or to one or more factors specific to the physical, physiological, genetic, mental, economic, cultural or social identity of that person. Examples include your telephone number, which might

be generated randomly, or your email address, which we might obtain from a membership organization or employer that hires us to invite you to participate in a survey.

If you participate in one of our surveys, we may also request Sensitive Personal Data; this may include, for example, information about your health or finances.

HOW DO WE USE YOUR PERSONAL DATA?

When you participate in one of our surveys or other quantitative research programs, we combine the information you provide with the information of other research participants. We also may use data we collect in statistical modeling. In both cases, responses are reported in aggregate, not at the individual level. In our qualitative research, individual responses may be used for quotation purposes, in a manner that will not identify you unless you have agreed to be identified.

We only use your Personal Data and Sensitive Personal Data for the conduct of research and for no other purpose. We do not use the contact information we receive about you for any direct marketing activities, nor do we share your contact information with third-party vendors for the purposes of marketing activities.

We will not make your Personal Data or Sensitive Personal Data available to any third party without your consent, unless it is for research purposes or required by law, as specified below.

We or our third-party partners may use your Personal Data for reasons including, but not limited to:

- inviting you to participate in a survey or other research program;
- validating answers you provided in a survey or other research activity;
- updating our records of your Personal Data;
- managing incentive programs and fulfilling your requests for such incentives;
- allowing you to participate in sweepstakes (if permitted);
- responding to any messages or requests you may send to us;
- providing service and support to you; and
- as otherwise authorized by you.

Please note that receiving email communications may be a requirement of your participation in some of our surveys or other research programs. You can opt out from receiving these emails by unsubscribing from the survey or other research program.

We use third-party partners to collect data via telephone surveys, online surveys or other research programs and perform other research-related activities. We require that our third-party partners collect, process and store your Personal Data and Sensitive Personal Data in compliance with

applicable laws and regulations using business procedures that are consistent with this Privacy Notice.

We may disclose your Personal Data to third parties as follows:

- in connection with services provided to us by third-party partners;
- in connection with any lawful request by public authorities to meet national security or law-enforcement requirements;
- pursuant to required legal process, to the related compelling party;
- when we believe disclosure is necessary or appropriate to prevent physical harm or financial loss or in connection with suspected or actual illegal activity;
- in connection with the sale, assignment, or other transfer of Langer Research, in which case we will require any such buyer to agree to treat Personal Data in accordance with this Privacy Notice. In the event that a sale, assignment, or other transfer of Langer Research is not consummated with a prospective buyer, we will require the third party not to use or disclose your Personal Data in any manner, whatsoever, and to completely erase the same; and
- as otherwise authorized by you.

Langer Research will require others who acquire Personal Data from us, or provide Personal Data to us, including those engaged to provide support services, to adopt and comply with the principles in this Privacy Notice. Langer Research acknowledges its potential liability in cases of onward transfers to third parties.

We may maintain Personal Data or machine-identifiable information in order to satisfy your requests and/or Langer Research's business requirements. For instance, we may retain the email addresses of persons who opted out, or requested to be removed from, a survey or other research program to ensure we conform to such wishes.

WHAT INFORMATION DO WE COLLECT BY AUTOMATED TECHNOLOGIES?

For online surveys and other online research programs, as further specified below, our third-party partners or we may automatically collect a variety of machine readable information about you, including the date and time you visited their or our website; the pages you visited; the website you came from; the type of device (phone, tablet, computer), browser (e.g., Firefox, Safari, Chrome), and operating system (e.g., Windows, Mac OS) you are using; your internet protocol ("IP") address; and the domain name and address of your internet service provider.

Our third-party partners or we may also collect the following:

- website name (full URL of the website);
- date and time you visited the site;

- number of pages you viewed;
- time in seconds you spent on each page; and
- details of any website you visited before and/or after participation in one of our surveys or other research programs.

Cookies:

Cookies are small text files stored on your computer by a website that assigns a numerical user ID and stores certain information about your online browsing. Our third-party partners or we may use cookies on survey sites hosted by us, or by our third-party partners, to help us recognize you as a prior user. No Personal Data are stored on any cookie that we use.

If you wish, you can adjust your web browser's privacy settings to delete cookies upon exiting websites or when you close your browser. You may also configure your browser to block cookies; however, doing so may negatively impact your user experience when participating in one of our online surveys or other research programs.

Web Beacons:

A web beacon (also known as a tag, clear gif or 1x1 pixel), consists of a small string of code that is embedded within a web page or email. There may or may not be a visible graphic image associated with the web beacon, and often the image is designed to blend into the background of a web page or email.

Our third-party partners or we may use web beacons in our email messages to help determine whether our messages have been opened and to verify any clicks through to links within the email. We may use this information to determine which of our emails are more interesting to users, to improve the quality of the emails that we send and to query users who do not open our emails as to whether they wish to continue receiving them. The web beacon is deleted when you delete the email.

If you would prefer not to have web beacons in the emails that you receive, you should block image loading in your email client or adjust your email program to receive messages in plain text rather than HTML. It is also possible to detect and control web beacons that are present on web pages by downloading a plug-in for your browser.

Log Files:

Our third-party partners or we may use logging throughout your survey-taking and research program experiences. When you access any of these services, servers automatically record information that your browser transmits whenever you visit a website. These server logs may

include information such as your web request, IP address, browser type, browser language, the date and time of your request and one or more cookies that may uniquely identify your browser. This information is periodically deleted as part of normal maintenance routines.

Digital Fingerprinting:

Digital fingerprinting technology, also known as "machine identification" technology ("Digital Fingerprinting"), can gather certain data about you and/or your computer. This data may include an IP address, as well as other data such as a computer operating system or browser version number (some of this information, such as an IP address, is considered Personal Data in some countries). This technology creates a unique computer identifier ("ID") that may be used to identify and track your participation in a survey or other research program and limit participation.

Our third-party partners or we may use Digital Fingerprinting technology to assist us or our clients in ensuring the integrity of survey results by enabling us to authenticate users and to help ensure that users who participate in surveys do not exceed maximum allowable participation. In furtherance of our efforts to assist our clients in protecting and ensuring the integrity of survey results, our third-party partners or we may: (a) link a non-identifiable ID to an individual or to Personal Data of an individual; (b) share an ID with Langer Research's clients and/or sample or panel providers; and/or (c) receive or obtain a unique identifier that is linked to an identified or identifiable individual. Any unique identifier(s) received or obtained by Langer Research that are linked to an identified or identifiable individual will be protected in accordance with this Privacy Notice.

DO WE COLLECT INFORMATION FROM CHILDREN?

We do not allow individuals younger than 18 years of age to take part in our research unless verifiable consent for their participation has been given by their parents or legal guardians. Further, Langer Research complies with the provisions of European General Data Protection Regulation ("EU-GDPR") and with the Children's Online Privacy Protection Act of 1998 ("COPPA") as well as other applicable laws and regulation.

WHAT SAFEGUARDS HAVE WE IMPLEMENTED TO HELP ENSURE THE SECURITY OF YOUR PERSONAL DATA?

The security of your Personal Data is very important to us. We have put in place reasonable physical, electronic, and administrative procedures to safeguard the information we collect. Only those employees who need access to your information in order to perform their duties are authorized to have access to your Personal Data.

We cannot guarantee that all communications between us or information stored on our servers will be free from unauthorized access by third parties such as hackers, and your use of our services demonstrates your assumption of this risk.

HOW CAN YOU REVIEW YOUR PERSONAL DATA THAT WE HAVE COLLECTED, USED OR DISCLOSED?

We will make available to you your Personal Data in our custody or control that we have collected, used or disclosed, upon your written request, to the extent required and/or permitted by law.

To request access to Personal Data that we hold about you, or to exercise your rights as described below in the Your Rights section, we require that you submit your request in writing to the e-mail address or postal address shown below in the Contact section. When we receive an access request from an individual, we will attempt to fulfill the information request within thirty days, including requests regarding the Personal Data we have in our possession or control about the individual, what it is being used for, and to whom it has been disclosed, if applicable. If more time is required, we will notify you within thirty days.

In certain situations, however, Langer Research we may not be able to provide access to some Personal Data. This may occur when:

- providing access to Personal Data would be likely to reveal Personal Data about a third party;
- disclosing the information would reveal confidential commercial information; or
- the information has been collected for the purposes of a legal investigation.

If we are required to deny your request for access to your Personal Data, we only do so in accordance with applicable laws and regulations and will always advise you of the reason for the refusal.

HOW DO YOU KNOW THAT THE PERSONAL DATA WE HAVE ON YOU IS ACCURATE?

Langer Research makes reasonable efforts to keep Personal Data in its possession or control accurate and complete, based on the most recent information available to us. If you believe your Personal Data are inaccurate, you can demonstrate in writing the accuracy or completeness of the Personal Data we have on you by email to privacy@langerresearch.com. If you successfully demonstrate that the Personal Data we have on you are inaccurate or incomplete, we will amend as required.

HOW DO I OPT-OUT OF SURVEYS OR OTHER RESEARCH PROGRAMS?

Your decision to participate in a survey or other research program, respond to any specific survey question or provide Personal Data or Sensitive Personal Data will always be respected. You may choose whether or not to participate in a particular survey or research program or discontinue participation at any time.

For online surveys or research programs, if you decide not to participate, you can click the ‘unsubscribe’ hyperlink on the website, or on an email sent by us or our third-party partners, and you will no longer receive survey or other research program invitations. You can also e-mail us at privacy@langerresearch.com.

YOUR RIGHTS

You have the right to review, correct, or delete your Personal Data, subject to applicable laws and regulations. Specifically:

- Right of access — You have the right to obtain confirmation and information about the processing of your Personal Data.
- Right to rectification — You have the right to have any inaccuracies about your Personal Data corrected.
- Right to erasure — You have the right to have your Personal Data deleted (this right is limited to data which according to law and regulation may only be processed with your consent, if you withdraw your consent for processing).
- Right to restriction of data processing — You have the right to require that the processing of your Personal Data be restricted (during the course of any investigation into honoring your request, Langer Research’s access your Personal Data will be limited).
- Right to data portability — You have the right to have your Personal Data transferred to another party (this right is limited to data provided by you).

If you want to exercise any of your rights, you may contact us with such a request using the contact details provided in the Contact section below.

TRANSBORDER POLICY

In the case of transfers of Personal Data outside the EU/EEA, when appropriate, Langer Research will enter into data transfer agreements using standard contractual clauses prepared by the European Commission.

LINKS TO THIRD-PARTY WEBSITES

This Privacy Notice applies solely to surveys and other research programs operated by or for Langer Research, and not to any other product or service. Our surveys or research programs may contain links to a number of third-party websites that we believe may offer useful information. The policies and procedures we describe here do not apply to those websites. We recommend that you carefully read the privacy notices or policies of each site that you visit for information on their privacy, security, data collection and distribution policies.

CONTACT US

We value your opinion. If you have questions, comments or suggestions, would like to opt-out of our surveys or other research programs, or would like to exercise your rights regarding Personal Data, please contact us at:

privacy@langerresearch.com

or

Langer Research Associates
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Attn: Privacy Compliance Officer