



Research Privacy Policy

Noventum Service Management (“Noventum” or “we”) understands that your privacy is important to you. Your privacy is very important to us. We want you to participate in our (online) survey with complete confidence that your privacy will be respected. This privacy statement explains our privacy practices regarding research.

This Research Privacy Policy will apply for any survey related to any research we conduct. It could be research on behalf of our customers as well as general research we do for ourselves or the community.

1. Summary

Personal information provided to Noventum is confidential and is combined with information gathered from other survey participants, and reported in an aggregate format. In some cases, survey responses may be tied to other customer information that is provided by the client sponsoring the survey, and used for segmentation or analytical model building, but in no case responses will be used for individual marketing efforts. Information will only be reported to an individual level after explicit consent of the individual respondent.

2. What personally-identifiable information is collected?

Noventum collects personally-identifiable information from clients sponsoring the survey and via the (online) survey questions. To complete this survey, we will collect information which may include personal information (such as your name or email address), transaction information (such as information from an invoice), as well as your survey responses.

We also automatically collect information about your computer (IP address and domain), your Internet browser and your operating system (system settings), using standard data collection tools, such as cookies, Web beacons and Web server logs.

3. Non-disclosure

We will not disclose your personal information to anyone unless:

- The disclosure is needed for fulfilment of an incentive;
- You request follow-up communication or otherwise expressly consent to the disclosure;
- The disclosure is to a third party that performs services for us – but we forbid our service providers from using your personal information for their own purposes;
- The disclosure is required by law (such as in response to a subpoena) or needed for fraud prevention, survey integrity management, enforcement of legal rights or similar purposes, or
- The disclosure is in connection with a transfer of assets of our business.
- Participating in this survey is voluntary. If you have any concerns about the information collection practices, please refrain from completing the survey and contact us at the address below.

4. Usage

Personal information provided to Noventum is confidential and is combined with information gathered from other survey participants, and reported in aggregate.



In some cases, survey responses may be tied to other customer information that is provided by the client sponsoring the survey, and used for segmentation or analytical model building, but in no case will responses be used for individual marketing efforts.

No action will be taken toward an individual respondent simply because of his or her participation in the survey, unless

- You request follow-up communication;
- It is desired to clarify or complete your response;
- To inform you on the results of the research.

5. Security

Noventum is committed to keeping personal data secure and will take all reasonable precautions to protect personal information from loss, misuse or alteration. This data is stored on our servers that are protected by firewalls and other appropriate security mechanisms.

No method of transmission over the Internet, nor method of electronic storage, is 100% secure, however. Therefore, while we strive to use commercially acceptable means to protect your personal information, we cannot guarantee its absolute security.

6. Access

Only authorized Noventum Analytics employees, vendors, contractors or partners carrying out authorized business functions are allowed to access Noventum data or databases.

Vendors, contractors, or partners who have access to survey information in connection with providing services for Noventum are required, at a minimum, to sign a Confidentiality Agreement. The Confidentiality Agreement requires them to keep the information confidential; they are not permitted to use this information for any purpose other than to carry out the services they are performing for Noventum.

Noventum employees are required to sign a Confidentiality Agreement in which they agree to keep all project and respondent personal information confidential. Employees who violate the Confidentiality Agreement are subject to disciplinary actions, including termination when appropriate.

7. Children

Noventum does not knowingly contact children under the age of 18 without consent from a parent or guardian. If we require survey information from children, we contact the parent or guardian to arrange the survey activities and we encourage the parent or guardian to closely monitor and participate in the survey activities.

8. Opt Out Policy

If you wish to be removed from Noventum's email or phone contact lists, please inform us via the contact information mentioned below.

9. Consent; changes to privacy policy

By filling out any form related to research, you consent to the collection, use, and storage of your information by us in the manner described in this Research Privacy Policy and elsewhere on the Site. We reserve the right to make changes to this Privacy Policy from time to time. We will alert you to any of such



changes by updating this research Privacy Policy. This Research Privacy Policy was last updated on September 15, 2012.

10. Contact our privacy department

If you have any questions about our Privacy Policy, please contact us at Noventum Service Management Consultants, Legal Department, P.O. Box 26629, 1640 Nicosia, Cyprus or privacy@noventum.eu.