



Data Privacy Policy

Bug Insights, L.L.L.P. (“Bug Insights”) is committed to building user trust and confidence by promoting, and complying with, business practices that help protect the privacy of our customer and user data.

Furthermore, Bug Insights adheres to the EU-U.S. Privacy Shield concerning the transfer of Personal Data (as defined below) from the EU to the United States.

Accordingly, Bug Insights follows the EU-U.S. Privacy Shield Principles published by the U.S. Department of Commerce (“Principles”) with respect to all such data, and this Statement complies with such Principles. Bug Insights is in the process of obtaining Privacy Shield Certification.

Compliance with the Principles may be limited, however, in certain cases to the extent necessary to meet national security, public interest or law enforcement requirements.

All Bug Insights personnel with access to Personal Data are obligated to familiarize themselves and comply with provisions of this Privacy Policy. To learn more about the Privacy Shield program, please visit www.privacyshield.com. Once certified, a violation of Bug Insights’ commitment to Privacy Shield may be investigated by the Federal Trade Commission and/or the United States Department of Commerce.

Definitions

“Personal Data” means information that is (a) transferred to the United States from the EU (b) about, or relates to, an identified or identifiable individual, and (c) recorded. The type of Personal Data that Bug Insights collects may include, among other things, an individual’s name, address, phone number, e-mail address. For further clarity, the term “Personal Data” does not include data that pertains to a specific individual, but from which that individual cannot reasonably be identified, and could include attitudes and opinions of the individual or any self-reported demographics.



Unless otherwise indicated, references herein to Personal Data include Sensitive Personal Data, which is a subset of Personal Data indicating an individual's medical or health condition, racial or ethnic origin, political opinions, religion, union membership, sexual orientation, or actual or alleged criminal activity.

Data Usage

Research Studies

Our marketing research or employee research studies (called "marketing research") collect data for research purposes only. The information you provide is used for research analysis and we analyze the answers in aggregate.

Your cooperation is absolutely voluntary; you may withdraw from a marketing research study at any time. No Personal Data will be sought without prior consent. We may ask for contact information in the event we need to verify or validate your answers or to be included in an incentive for participation. We also may ask you to provide demographical information about you, your household or business.

Information you provide in response to or in connection with a survey, whether collected through this website or through traditional market research tools, is and will be provided to our client(s) and/or other entities and/or the public as part of cumulative market research information or statistical data in the ordinary course, but without identifying you individually, directly or indirectly.

Other use of information

As a general rule we will not disclose your Personal Data to third parties, however, Bug Insights may send Personal Data about you, including your email address, to other companies or people when:

- We have your consent to share the information;
- We need to share this information to provide to you with information you have requested;
- We lawfully respond to subpoenas, court orders, legal process, or requests from government agencies, including those responsible for national security or law enforcement;



- When given your contact information by a client, we need to invite you to participate in a marketing research study
- We find or have reason to believe that your actions on any of our websites violate website terms or conditions or are in violation of law;
- We retain a third party to provide us with services; or
- We, or a substantial portion of our assets, are acquired by a third party, or are contemplating being acquired by a third party.

Demographic Tie-Back

Our marketing research may include “tie-back” to a demographic file provided to us by our clients. This file may include typical demographic information such as age, gender, location, income, and so on. We take data privacy very seriously, and will only use this data as follows:

- **Aggregate:** We analyze differences in attitudes and opinions either at the aggregate level (all respondents to a study), or across various demographic segments (for instance men v. women). We do not analyze data at the individual respondent level without your consent.
- **Categorical data:** Data will also be analyzed by categories rather than with your raw responses. For instance, if your age is 23, this might be broken into a category of people with ages between 20-30 or other similar category.
- **Respondent key:** If a unique code is needed to link a demographic tie-back survey to a respondent’s attitudes and opinions, a unique key will be used. This is a random code, and will not be anything that can be linked back to the individual respondent.
- **Respondent consent requested:** At our clients request, we can include a question asking respondents to consent to provide tie-back. If consent is not provided, we will have no demographic information available, unless it is provided by the respondent.



Name and email

In certain instances, the name and email address of a respondent may be provided to Bug Insights. This is used only to provide an invitation to participate in a survey. This data will be stored in our secure servers, and will be deleted 30 days after the last survey invitation is sent. If demographic tie-back is used, these files will only be linked through a unique key (mentioned above). There will be no file that contains name, email, demographic data, and responses to survey, nor will any such file be provided to our clients, unless consent from the individual respondent is obtained.

Bug Insights complies with the requirements of the Privacy Shield to negotiate contracts with third parties that handle the personal data collected by Bug Insights to ensure that Personal Data “may only be processed for limited and specified purposes consistent with” the purposes laid out in this Privacy Policy. Such third parties agree to provide the same level of protection as the EU-U.S. Privacy Shield. In certain situations, if a third party that receives Personal Data from Bug Insights takes an action that is contrary to the principles of the EU-US Privacy Shield, Bug Insights will be liable for those actions unless it can prove that it was not responsible for causing them.

Use of Cookies and Digital Fingerprinting Technologies

A cookie is a small string of text that a website can send to your browser to assist in distinguishing your browser from a previous visitor by saving and remembering any preferences that may have been set while browsing the particular site. Currently, Bug Insights uses cookies for survey management. It also uses certain cookies listed below for the following purposes:

– **Google Analytics** – Google Analytics is used by marketing to measure site traffic and how users interact with our website;

Bug Insights has no current plan to use cookies for any other purpose. We will revise this Privacy Statement accordingly if we elect to begin using cookie technology for any other purpose, so you may wish to check this policy periodically for updates.



Children

Bug Insights does not knowingly solicit data from children and we do not knowingly market to children. Children are not eligible to use the website.

Opt-out

You may unsubscribe or opt out of receiving electronic communications from us at any time. When you unsubscribe or opt out you will no longer receive any unsolicited electronic communication related to the same program offering. Clicking on an unsubscribe link will take you to a web page where you can complete the opt-out process. Certain programs will provide a contact for support or other means to remove your name to remove your name from our contact list. You may also opt out by sending an email to our Privacy Compliance Officer. The unsubscribe or opt out process will take effect within 10 business days of our receipt of your request.

Security

Your information submitted to us will be stored on our servers. Our Internet hardware is maintained in an environment that uses reasonable and appropriate security to help protect Personal Data from loss, misuse, unauthorized access, disclosure, alteration, and destruction.

Dispute Resolution

If you have any dispute or claim arising out of or relating to this Privacy Policy, you should report your claim to us at privacy@buginsights.com. Bug Insights will respond to your claim within 45 days.

Bug Insights has committed to attempt to resolve privacy complaints under the EU-US Privacy Shield Principles.

Changes

As we continue to modify our website and take advantage of developing technologies, this Privacy Statement will most likely change. Therefore, we encourage you to refer to this Privacy Statement on an ongoing



basis. This Privacy Statement applies to all content found within this website.

Contact Information and Access to Information

If you have any questions or comments about this Privacy Policy, if you would like Bug Insights to confirm whether it has Personal Data about you, if you would like information on how to receive a copy of some of the Personal Data that Bug Insights maintains about you, or if you would like us to update or delete information we have about you, please contact us:

By phone: 713.425.4168

By Email: privacy@buginsights.com

Through Mail:

Attn: Privacy Compliance Officer

Bug Insights

8350 Ashlane Way, Suite 203, The Woodlands, TX, 77382

If we are required to contact you about your Personal Data we may do so by mail, telephone, or e-mail.

Created: September 1, 2015

Updated: January 15, 2017