

Mktg, Inc. Privacy Policy

1. Description

Mktg, Inc. (Question: Is this the proper legal definition?) ("Mktg" and any reference to Mktg shall include Mktg's affiliates, subsidiaries and divisions, including, without limitation SampleSolutions, its affiliates, subsidiaries and divisions) is a market research and consulting company providing information that helps its clients understand the needs and preferences of their customers. Mktg's headquarters and principal place of business is at 200 Carleton Avenue, East Islip, NY 11730.

2. Privacy Commitment

Mktg is firmly committed to protecting your privacy. This Privacy Policy (this "Privacy Policy") applies to all Personal Information submitted to Mktg. Personal Information ("Personal Information") means any information identifiable with you, including, without limitation, first and last name, residential address, email address, telephone number(s) (home and/or cell), and date of birth. Mktg strives to conform its privacy practices with applicable international, national, Federal, state and/or local laws, codes, and regulations; and the industry codes, standards, rules, and regulations of various market and opinion research professional associations, including, without limitation, the ICC/ESOMAR International Code on Market and Social Research and the Code of Standards and Ethics for Survey Research of the Council of American Survey Research Organizations, with whom Mktg is a member. Participation in any survey offered (individually at "Survey" and collectively "Surveys"), provided, hosted, or administered by Mktg is completely voluntary.

3. Security

Mktg is committed to protecting the security and integrity of Personal Information. Mktg maintains commercially reasonable technical, administrative and physical safeguards to protect and secure Personal Information from unauthorized disclosure to, and/or use and/or access by, any third party or third parties. Mktg shall use, disclose, protect, secure and maintain all Personal Information submitted or provided to Mktg in accordance with any and all applicable international, Federal, state and/or local laws, codes, regulations, and requirements.

4. Surveys and Information Collected

Mktg may invite you to participate in online Surveys. The information requested in these Surveys may include, but is not limited to, your opinions, purchase history, and purchase intent regarding consumer and/or business products and services. These Surveys may also request information defined as sensitive (e.g. data directly or indirectly revealing racial and ethnic origins, political, philosophical or religious

opinions, trade union affiliation, health or sexual life). Again, you are not required to provide us with this information if you do not want to and failing to provide this information will not preclude you from participating. The information collected by these Surveys is used in connection with Mktg market research sponsored by third-party companies. We reserve the right to share this information in an anonymous singular summary and aggregate form with third parties for this purpose.

5. Mktg Use of Cookies

- a. Mktg Cookies. Cookies are small text files or other forms of data which are stored on a computer by a website that assigns a numerical user ID and stores certain information about the Internet browsing activity of the user of a computer or device. Mktg uses session and persistent cookies to make it easier for you to navigate the Mktg Website. Session cookies expire when you close your browser. Persistent cookies remain on your computer, indefinitely, until deleted. Personal Information is not stored or collected in the cookies used by Mktg. You may disable and/or delete cookies via your browser and/or plug-in settings; however, this may: (1) decrease the functionality of the Mktg Website; and (2) limit your ability to use and view the Mktg Website.
- b. Third Party Cookies. The use of cookies by Mktg's affiliates, partners, Subcontractors (individually a "Subcontractor," collectively "Subcontractors"), and/or clients is not covered by this Privacy Policy. Mktg does not have control over the policies and practices of such parties.
- c. Log Files. Mktg Websites automatically gathers certain information and stores this information in log files. This gathered information includes data available from a user's web browser, including, without limitation, IP Address, browser type, Internet service provider, referring/exiting pages, operating system, date/time stamp, and click stream data.

6. Digital Fingerprinting; Data Validation

- a. Digital Fingerprinting. In general, digital fingerprinting technologies assign a unique identifier to a user's computer or device to identify and track the computer or device. Mktg uses digital fingerprinting technology (the "Technology") to assist Mktg's clients in ensuring the integrity of Survey results by identifying duplicate and fraudulent respondents. The Technology analyzes publicly available information and data obtained from a computer or device's web browser and from other publicly available data points, including, without limitation, the technical settings of the computer or device, the characteristics of the computer or device, and the computer or device's IP Address, to create a unique identifier assigned to the computer or device. The unique identifier does not contain any information or data that individually identifies the person who is assigned the unique identifier. In furtherance of Mktg's efforts to assist its clients in protecting and ensuring the integrity of Survey results, Mktg: (i) may

link or associate your unique identifier to you and any of your Personal Information; (ii) may share your unique identifier with Mktg's clients and with sample or panel providers; and (iii) may receive or obtain a unique identifier linked to you from a third party, including, without limitation, a sample or panel provider or a client of Mktg. Any unique identifier(s) received or obtained by Mktg and linked to an identified or identifiable individual shall be protected in accordance with this Privacy Policy.

Mktg uses reasonable efforts to ensure that the Technology is safe, secure, and does not cause undue privacy or data security risks. Mktg uses and distributes the Technology in a professional and ethical manner and in accordance with: (i) this Privacy Policy and (ii) applicable laws and codes.

If Mktg discovers or learns of any illegal or unethical conduct in connection with the use of the Technology, or that the Technology is being used in a manner inconsistent with the statements and/or disclosures made by Mktg. Mktg shall use reasonable efforts to restrict, limit, or prohibit the illegal or unethical conduct and to ensure the proper use and administration of the Technology.

- b. Data Validation. From time-to-time, Mktg may engage a third party or third parties to validate data. The purpose of the data validation is to assist Mktg's clients in ensuring the integrity of Survey results. The data validation process involves: (i) Mktg disclosing or transferring Personal Information to a Subcontractor, (ii) the Subcontractor performing validation services, and (iii) the Subcontractor returning the Personal Information to Mktg with any updates or corrections and, if applicable, with a validation score. Mktg reserves the right to deny or reject Survey participation, if data is not validated to Mktg's satisfaction.

7. Collection of Facebook 'Likes' Data

For some Surveys we collect Facebook 'Likes' to allow for more insight into the preferences of our target audience. Accordingly, we may ask you to provide access to your Facebook profile so we can read your Facebook 'Likes.' Providing access to your Facebook 'Likes' is optional and not required to complete the Survey.

We will strip all Personal Information from your 'Likes' so that the resulting data is completely anonymous. We will never discriminate or disqualify you from survey participation based on your 'Likes.' Finally, we will not store your login information and; therefore, we will not be able to view your profile after the Survey is complete.

8. Children's Privacy Protection

Mktg strongly believes it is important to protect the online privacy of children. Accordingly, Mktg adheres to applicable laws and codes pertaining to the protection of

children's privacy, including, without limitation, the Children's Online Privacy Protection Act (US).

In the US, Mktg does not knowingly collect or receive Personal Information from an individual under the age of thirteen (13), without prior parental consent. Outside of the US, Mktg does not knowingly collect or receive Personal Information from an individual under the age of fourteen (14), without prior parental consent. Children under the age thresholds set forth above, are contacted to participate in Surveys through their parents or guardians. For Surveys involving data subjects between the age thresholds listed above and the age of seventeen (17), Mktg carefully considers both privacy issues and parental concerns. Parents and guardians are encouraged to contact Mktg about this Privacy Policy and to discuss their rights to access, edit, or delete Personal Information of or about their child or children.

9. Third Party Links

Mktg may provide you with the ability to voluntarily link or connect to websites maintained and/or operated by third parties ("Third Party Websites"). Mktg does not endorse, and is not responsible for: (i) the Third Party Websites and the policies and practices in connection with the Third Party Websites; or (ii) the products, services, Surveys, and/or opportunities advertised, offered, and/or sold by, through or in connection with the Third Party Websites. Mktg does not make any representations or warranties regarding the Third Party Websites and any associated content. Please carefully review all policies, and the terms and conditions, applicable to the Third Party Websites and any associated content.

10. Agreement to Privacy Policy; Changes to Privacy Policy

By submitting your Personal Information to Mktg, you signify your acceptance of this Privacy Policy. Mktg hereby reserves the right to make changes to this Privacy Policy, from time to time, and Mktg will post any such changes on Mktg's Website for your review. Your continued use of, and interaction with, Mktg's Surveys and this website, after Mktg revises this Privacy Policy constitutes your acceptance of this Privacy Policy, as amended.

11. Agreement to Privacy Policy; Changes to Privacy Policy

In the event that you have any issues, concerns, or complaints, or would like additional information about Mktg's privacy practices, please contact Mktg by regular mail, postage pre-paid to:

Mktg, Inc.
200 Carleton Avenue
East Islip, NY 11730 USA