

Privacy Promise:

Brand IQ is committed to respect your privacy and to comply with applicable data protection and privacy laws. This privacy policy describes how we collect and use personal data where Brand IQ is the data controller or where we refer to the applicability of this Policy. "Personal data" means information relating to you or another identifiable individual.

Research Participant Standards:

Brand IQ adheres to the [Code of Marketing Research Standards](#) prepared by the Marketing Research Association. These guidelines include:

- Respondent cooperation should be voluntary
- Researcher's identity should be disclosed to respondents
- Respondents' rights to anonymity should be safeguarded
- Data security should be maintained
- Researchers interviewing minors should adhere to the Children's Online Privacy Protection Act
- Unsolicited email should not be sent to those requesting not to receive any further email

We are not trying to sell or promote anything. This is a market research survey using scientific methods, and we promise not to mislead you about the nature of the research or how the findings will be used.

The answers you give us will be treated as confidential unless you give us permission to use your name. In the few instances where we ask you for permission to pass data on in a form that could allow you to be personally identified, we will ensure that the information is used for research purposes only. We will not send you unsolicited mail or pass on your email address to others for this purpose. If we want to send you future emails, we will ask your explicit permission.

As with all forms of market and opinion research, your cooperation is voluntary. No personal information is sought from or about you without your prior knowledge and agreement. At any stage of the interview, or afterwards, you may ask that part, or all of the record of your interview be destroyed or deleted. Wherever reasonable and practical, we will carry out this request.

We use browser cookies and similar tools sparingly and only for quality control, validation and to prevent bothersome repeat surveying. You can configure your browser to notify you when cookies are being placed on your computer. You can also delete cookies by adjusting your browser settings. We automatically capture information about your browser type in order to deliver an interview best suited to your software. We do no other invisible processing of data from your computer.

Our website and online survey tools have security measures in place to protect the loss, misuse, and alteration of the information under our control. Only certain employees have access to the information you provide us, and only for data analysis and quality control purposes.

Proprietary Platforms & Mobile Application Policy:

Brand IQ runs a platform "PIVOT" which personalizes data to live video and hosts custom developed applications for smartphones, tablets, mobile apps and/or web apps over which users get access to content and functionalities. This SERVICE is provided by Brand IQ and is intended for use as is.

This page is used to inform visitors regarding our policies with the collection, use, and disclosure of Personal Information if anyone decided to use our Service.

If you choose to use our Service, then you agree to the collection and use of information in relation to this policy. The Personal Information that we collect is used for providing and improving the Service. We will not use or share your information with anyone except as described in this Privacy Policy.

The terms used in this Privacy Policy have the same meanings as in our Terms and Conditions, which is accessible at Brand IQ unless otherwise defined in this Privacy Policy.

Information Collection and Use

For a better experience, while using our Service, we may require you to provide us with certain personally identifiable information, including but not limited to **Name and email**. The information that we request will be retained by us and used as described in this privacy policy.

The app does use third party services that may collect information used to identify you.

Link to privacy policy of third party service providers used by the app

- [Google Play Services](#)

Log Data

We want to inform you that whenever you use our Service, in a case of an error in the app we collect data and information (through third party products) on your phone called Log Data. This Log Data may include information such as your device Internet Protocol ("IP") address, device name, operating system version, the configuration of the app when utilizing our Service, the time and date of your use of the Service, and other statistics.

Cookies

Cookies are files with a small amount of data that are commonly used as anonymous unique identifiers. These are sent to your browser from the websites that you visit and are stored on your device's internal memory.

This Service does not use these "cookies" explicitly. However, the app may use third party code and libraries that use "cookies" to collect information and improve their services. You have the option to either accept or refuse these cookies and know when a cookie is being sent to your device. If you choose to refuse our cookies, you may not be able to use some portions of this Service.

Service Providers

We may employ third-party companies and individuals due to the following reasons:

- To facilitate our Service;
- To provide the Service on our behalf;
- To perform Service-related services; or
- To assist us in analyzing how our Service is used.

We want to inform users of this Service that these third parties have access to your Personal Information. The reason is to perform the tasks assigned to them on our behalf. However, they are obligated not to disclose or use the information for any other purpose.

Security

We value your trust in providing us your Personal Information, thus we are striving to use commercially acceptable means of protecting it. But remember that no method of transmission over the internet, or method of electronic storage is 100% secure and reliable, and we cannot guarantee its absolute security.

Links to Other Sites

Our service does not contain third party links to other sites.

Children's Privacy

These Services do not address anyone under the age of 13. We do not knowingly collect personally identifiable information from children under 13. In the case we discover that a child under 13 has provided us with personal information, we immediately delete this from our servers. If you are a parent or guardian and you are aware that your child has provided us with personal information, please contact us so that we will be able to do necessary actions.

Website Policy:

Information Collection and Dissemination General Principles

In general, you may visit this website without identifying yourself or revealing any personal information.

- As you browse our website, the site collects the IP address of your computer and clickstream data (information that site users generate as they move from page to page and click on items) and this data is aggregated with usage data from all site visitors.

- Some portions of this website may require you to give us personally-identifiable information such as your name, job title, company, physical mailing address, e-mail address, and telephone number (Personal Information) and, if applicable, financial information such as your credit card information (Financial Information), for, without limitation, (i) attendance registration at certain Brand IQ trade shows, conferences and events; (ii) access to certain online content and functionality; and (iii) subscription to our publications. If you communicate with us by e-mail, post messages to any of our chat groups, bulletin boards or forums, or otherwise complete online forms, surveys or contest entries, any information provided in such communications may be collected as Personal Information.
- If you elect to provide us Personal Information, we use it primarily to deliver the service you requested.
- If you submit Financial Information, we use that information primarily to verify your credit and collect payments for your purchases, orders, registrations, etc.

Information Sharing

Brand IQ will not share personally identifiable information with any outside organizations, except for the purposes required by law. We reserve the right to disclose your personally identifiable information as required by law or when we believe that disclosure is necessary to protect our rights and/or comply with a judicial proceeding, court order, or legal process.

Aggregated information

We do not provide aggregated usage or tracking information collected from this website to third parties.

Information on Children

As a business-to-business company, we do not knowingly collect information from children. On-line registration and web site usage is restricted to adults who are professionally engaged in the businesses we serve.

Cookies

A "cookie" is a string of data sent by a website to a user that is inserted in a file of the web browser of the user visiting the site. Brand IQ uses temporary, session-specific cookies to ensure visits to its website are smooth and customized for the visitor. Such cookies allow us to provide a visitor's browser with information tailored to the visitor's preferences and needs. Brand IQ also uses permanent or persistent cookies that remain on a visitor's computer after the visitor leaves a Brand IQ website. If you do not want your browser to accept cookies, you can turn off the cookie acceptance option in the browser's settings. However, disabling the cookie support function of the browser will prevent our website from functioning properly and you may not be able to use fully all of the site's features and information and will in most cases be forced to re-register every time you visit the site. We may use advertising companies to develop banner ads for our website. These ads may contain cookies. These companies collect

cookies sent to your browser through the banner ads and we do not have control of, or access to, this data.

Security and Encryption

This website takes commercially reasonable precautions to protect your information. We use SSL encryption technology on the portions of our website that accept Financial Information and we use a secure server to encrypt Financial Information transmitted between your browser and our server. As a result, data you submit to our website, such as credit card and payment information, is transmitted securely over the Internet.

Notification of Changes

Brand IQ reserves the right, at any time and without notice, to add to, change, update or modify this privacy policy, simply by posting such change, update or modification on the website. Any such change, update or modification will be effective immediately upon posting on the website.

Your Acceptance of these Terms

By using our website, products or services, you signify your acceptance of the terms of the Brand IQ Privacy Policy. If you do not agree to the terms of the Brand IQ Privacy Policy, please do not use the website, products and/or services and exit the site immediately.

Contact Us

If you have any questions or suggestions about our Privacy Policy, do not hesitate to contact us.