



**QUEST  
MINDSHARE**

# **PRIVACY POLICY**





## Privacy Policy

### Your Privacy

Quest Global Research Group Inc. (“**Quest**”) is committed to respecting the privacy of survey respondents and other online users of Quest's services. Quest's Privacy Policy governs the collection, use, retention and security of information gathered from survey respondents and other online users of Quest's services.

Quest does not disclose any personally identifiable information (“**Personally Identifiable Information**” or “**PII**”) about survey respondents to third parties, except in reporting the survey responses to those of Quest's clients commissioning such surveys or as required by law. PII means information that individually identifies you, such as your name, address, or email address.

### Consent

**Your consent is the most important part of any transaction involving both the information you’ve previously provided Quest and any requests for information.**

Quest will never disclose any non-aggregated and non-anonymized information you’ve previously provided us without explicit consent from you regarding the release of that information to another individual/company/organization. By non-aggregated and non-anonymized information we mean the specific information you’ve provided as opposed to a depersonalized data set that uses your information as part of the whole dataset in a manner that doesn’t provide any personal identification.

Requests for your PII will generally be preceded by messaging that informs you of this request, its purpose, and the proposed use(s), so you can decide if you want to provide consent.

You have the right to know how the information you provide is being used. Before you consent to providing PII, you have the right to know about any entities or organizations that can access the PII you provide.

## Collected Information

Quest collects a wide range of information about survey respondents depending on the information needs of our surveys. For example, survey respondents may be requested to provide certain personally identifiable, financial or demographic information, as well as specific opinions about a variety of goods and services. Responses to all survey questions are completely voluntary. A survey respondent should only provide responses to questions they are comfortable answering and survey respondents may decline to answer any survey question.

Quest reserves the right to report information gathered through the survey (e.g., demographic data, preferences, etc.) to Quest's clients commissioning such surveys. Further, you acknowledge and agree that any information you voluntarily disclose in the survey may be provided to the commissioner of the survey. Quest does not disclose a survey respondent's personally identifiable information to anyone unless the survey respondent has consented to such disclosure or a disclosure is required by law.

You have the right to the information and data you have provided Quest. You may request a copy of the information and data you provide, and Quest will provide a copy of your information to you in a timely manner, subject to exceptions under applicable law.

## Additional Information From Survey Respondents

Quest's servers may automatically recognize data relating to a survey respondent, which may include a respondent's domain name, IP addresses, location data, or other information about a respondent's internet connection ("**Meta Data**").

Quest may gather anonymous "Traffic Data" that does not personally identify a survey respondent but that may be helpful for improving the services Quest offers. "**Traffic Data**" can include the full Uniform Resource Locators (URLs), clickstream to, through and from our website (including date and time), page response times, download errors, length of visits to certain pages, page interaction information (such as scrolling, clicks, and mouse-overs) and methods used to browse away from Quest's website.

Quest may also use cookies on our platform to help us provide panelists with a better experience and to provide quality control and validation functions. You can choose whether to accept cookies by changing the settings on your browser. However, if you choose to disable this function, your experience at our website may be diminished and some features may not work as they were intended.

Quest may use and gather any Meta Data, Traffic Data or any other data that is not PII, which you have provided to Quest (collectively, “**User Content**”).

## **Opt-Out**

You have the right to opt out of information request at any time. This means that even though you’ve previously given consent to the collection and use of your information, you can subsequently decide that you want any portion of the information you’ve provided to no longer be used by Quest.

Quest also honors respondents' requests to be excluded from marketing solicitations and, as dictated by the applicable laws, only sends such messages if requisite implied or express consents have been obtained. To be removed from this mailing list, simply email your request to [info@questmindshare.com](mailto:info@questmindshare.com).

## **Protecting Respondent Information**

Quest is committed to handling the personally identifiable information and data of survey respondents with care, integrity and in accordance with applicable laws. Quest uses industry standard security practices to protect such information and data. However, regardless of the security protections and precautions Quest undertakes, there is always a risk that personal data may be viewed and used by unauthorized third parties. Should an unauthorized third party breach Quest’s security measures, Quest will follow all applicable procedures related to breach reporting and remediation.

## **Disputes Concerning Privacy Policy**

If you have any complaint concerning how Quest has handled your personal information, please contact Quest using the contact information described below. Quest will comply with all applicable laws and make every reasonable effort to address and resolve your concerns.

## **Compliance**

By signing up to and participating in a Quest panel, you agree to Quest's privacy policy and any other related terms of use. If you do not agree with our policies and practices, your choice is not to use our website or participate in a Quest panel.

## **Contact Quest**

If you have questions about this Privacy Policy, Quest's practices related to the handling of data from survey respondents, or if you would like to have

Quest remove your information from our database, please feel free to contact Quest's Privacy Officer at:

Quest Global Research Group Inc.  
125 Lakeshore Road East, Suite 305  
Oakville, ON L6J 1H3  
Canada  
E-mail: [info@questmindshare.com](mailto:info@questmindshare.com)

You have the right to your information/data you've provided Quest. It is your information. You may request a copy of the information you provide to Quest, and Quest will provide it to you in a timely manner, subject to exceptions under applicable law.