

## **Lucidity Research LLC Privacy Policy**

Lucidity Research LLC is committed to protecting your privacy. This Statement of Privacy applies to the data we receive in our normal course of business from our data collection partners and vendors, as well as any data obtained through the Lucidity Research LLC web site.

### **Types of Information We Collect**

Typically, Lucidity Research LLC works with survey data provided to us by our online data collection partners and vendors. These companies routinely collect uniquely personally identifiable information such as email addresses, telephone numbers, name and address. However as a third party analyst, and in keeping with our partners' and vendors' privacy policies, personally identifiable information from survey respondents is not transferred to us. The data we receive consists of anonymous demographic information which is not unique to any individual, such as zip code, age, gender, preferences, interests and favorites. Occasionally we receive email address lists from business clients for use in email surveys.

We will not collect any personal information from you via this web site that you do not volunteer. When you use our "Contact Us" form, we ask you to provide your name, organization, e-mail address and other relevant information. We use this personally identifiable information only to provide you with personalized customer service. If you send email to us, we will use your email address or other contact information in order to respond to your inquiry.

When you visit this web site, we do automatically collect non-personally identifiable information sent by your browser, including your IP address, the pages you visit, referring web sites, and other information which we use to analyze our web traffic.

If you submit a job application to Lucidity Research LLC, we may use the personal information that you supply, such as your email address and phone number, to contact you about possible job openings. We may also contact previous employers and references.

### **Security and Privacy of Your Personal Information**

We do not sell, share or rent any personal information to any third party, ever. Your personal information will be securely stored for an indefinite period of time, unless you request otherwise. The information is protected from unauthorized access, use or disclosure.

### **Third Party Sites**

This website contains links to other sites. Lucidity Research LLC is not responsible for the privacy practices of these other websites. This privacy statement applies solely to the information that we collect by this web site or use in our survey data analysis services.

### **Changes to this Policy**

Lucidity Research LLC will occasionally update this Privacy Policy. Please check periodically for changes. If you have any questions or concerns about this policy, please email [info@lucidityresearch.com](mailto:info@lucidityresearch.com).