

# PRIVACY POLICY FOR MARKET RESEARCH SURVEYS

## PRIVACY POLICY STATEMENT

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Pure Survey (PTY) Ltd is committed to maintaining the privacy and security of personal information. This Privacy Policy Statement contains information about our policy regarding the collection and use of data through market research surveys.

### **Research Survey Information**

Personal information provided to Pure Survey is confidential and is combined with information gathered from other survey participants, and reported in aggregate. In some cases, survey responses may be tied to other customer information that is provided by the client sponsoring the survey, and used for segmentation or analytical model building, but in no case will responses be used for individual marketing efforts, and no action will be taken toward an individual respondent simply because of his or her participation in the survey.

### **Pure Survey Analytics Survey Web Site**

Personal information is safeguarded on secured systems and is used only for the purpose stated. In order to respond to an inquiry, an email address or other contact information may be requested when we are contacted through [info@puresurvey.co.za](mailto:info@puresurvey.co.za). This information is shared with Pure Survey employees on a need-to-know basis only.

Our survey web site may contain hyperlinks to web sites outside of Pure Survey. Data collection privacy policies may be different on hyperlinked sites not owned by Pure Survey; therefore, we recommend that you read the Privacy Policy Statement for each site visited.

Participants consent to the terms of the Pure Survey Privacy Policy and the use of their information upon participating in a Pure Survey survey.

### **Email Addresses and Communication**

Pure Survey may have personal email addresses in its email system or data files that are acquired through Clients who have provided email addresses for research purposes.

Pure Survey uses email as a means of communicating to known clients and customers. When email is used to invite respondents to participate in surveys, the following processes are used to ensure we do not send SPAM:

- We clearly identify ourselves and/or the client when sending an invitation
- We provide contact information should there be any questions or concerns
- We provide the option to be removed from future email research invitations
- We reuse email addresses only as a legitimate follow up to survey research

These processes ensure that we contact only those who could have an expectation of being contacted for research purposes.



### **Disclosure of Personal Information by Pure Survey**

Under certain circumstances, Pure Survey may be required or permitted by law or court orders to collect, use, and / or disclose personal information; notice may not be required.

In the event of a sale, merger, liquidation, dissolution, reorganization or acquisition of Pure Survey or a Pure Survey business or business unit, the acquiring party would agree to be bound by the terms of the Pure Survey Privacy Policy before any information would be transferred.

Personal information may also be disclosed when the survey instrument clearly states that the information will be disclosed or, when a participant makes a request during the survey that can only be fulfilled by disclosing information from the survey.

### **Access to Pure Survey Data**

Only authorized Pure Survey employees, vendors, contractors or partners carrying out authorized business functions are allowed to access Pure Survey Analytics data or databases.

Vendors, contractors, or partners who have access to survey information in connection with providing services for Pure Survey are required, at a minimum, to sign a Confidentiality Agreement. The Confidentiality Agreement requires them to keep the information confidential; they are not permitted to use this information for any purpose other than to carry out the services they are performing for Pure Survey Analytics.

Pure Survey employees are required to sign a Confidentiality Agreement in which they agree to keep all project and respondent personal information confidential. Employees who violate the Confidentiality Agreement are subject to disciplinary actions, including termination when appropriate.

### **Personal Information Security**

Pure Survey is committed to keeping personal data secure and will take all reasonable precautions to protect personal information from loss, misuse or alteration. This data is stored on our internal network servers that are protected by firewalls and other appropriate security mechanisms.

No method of transmission over the Internet, nor method of electronic storage, is 100% secure, however. Therefore, while we strive to use commercially acceptable means to protect your personal information, we cannot guarantee its absolute security.

### **Children's Privacy**

Pure Survey does not knowingly make direct contact with children to participate in research activities. If we require survey information from children, we contact the parent or guardian to arrange the survey activities and we encourage the parent or guardian to closely monitor and participate in the survey activities.

### **Changes In This Privacy Statement**

Pure Survey reserves the right to modify and update this policy and its related business practices at any time. Please view this Privacy Policy on a regular basis.



**PureSurvey**  
innovative research solutions

## Contact Us

If you have any questions concerning our privacy policy, please contact us at [info@puresurvey.co.za](mailto:info@puresurvey.co.za).

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**Fax:** +27 (0)86 639 3495

**Web:** [www.puresurvey.co.za](http://www.puresurvey.co.za)

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