

Effective Date: October 21, 2009

Market Metrix, LLC, a leading provider of Customer Satisfaction and Human Resource services, is committed to protecting the privacy of the information in our care. In providing services to our clients, we act as a Data Processor; collecting and analyzing survey data from our clients' customers and presenting the results back to our clients. We do not collect personally identifiable information of our client's customers, we return aggregate reporting data to our clients.



Collection of Personal Information

Market Metrix collects personal information in several different ways:

Contact Us - The Contact Us portion of this website collects personal information, such as name, company and email address, for purposes of facilitating business communication between Market Metrix and individuals or companies. It is not shared with any third party or used in ways not disclosed by this privacy agreement.

Our Clients - Personal information used within our services for our customers is either provided off-line and entered into our system by our Professional Services team or gathered online and entered by our customers. Updates, deletions and additions to this data may be made online by authenticated users through our client websites or by making a request to our Professional Services staff via mail, phone, email, or through the contact us link at the top and bottom of this page.

Client Customers (Surveys) - Market Metrix clients provide us with personal information for their customers, such as name, phone number, email address, company, city, state, etc, which is then used by Market Metrix to invite these customers to take surveys concerning the products or services offered by our client. All personal information for our client customers that is used for the generation of these surveys and associated reports are provided to us via secured digital transmission. This information is used to facilitate these surveys and will only be used in ways disclosed by this privacy agreement.

Anyone may request to have their email addresses added to our "do not contact" list by submitting their email address through the opt-out form ([click here](#)), by following the "opt-out" link provided in the survey invitation, by mail, or by email to WebSupport@marketmetrix.com. Opt-outs through the form are instantaneous, all other methods may require up to 10 days from receipt of request. Our 'do-not-contact' list applies to all of our clients.

Aside from our surveys, below are the email communications sent by our site:

MMHI Newsletter and other Marketing Material- Personal information, such as name and email address, collected through the sign up form for the MMHI newsletter is used to create the distribution list for the MMHI newsletter and other possible sales purposes or related marketing material. Additionally, individuals with whom Market Metrix has a business relationship may be included in the distribution list and those names and email addresses may be collected offline. This list is not shared with any third party and is not used in ways not disclosed by this privacy agreement. To be removed from the newsletters, please email WebSupport@marketmetrix.com or follow the unsubscribe instructions within the newsletter email.

Client Notification - Frequently, Market Metrix will send automated emails informing our clients of account maintenance, data processing status, or other related information. These emails do not provide an opt out link, however the notify list is managed directly by the client using tools on our web site. Alternatively, clients may contact their client service representative or send email to WebSupport@marketmetrix.com to request removal.

General Notification - On occasion Market Metrix will send email informing our clients and affiliates of service outages, maintenance, or other important changes. We do not offer an opt-out mechanism for these types of communications.

Testimonials - The home page of our website contains testimonials from industry leaders that help describe our main benefits from a marketing perspective. The personal information present in these testimonials was provided to us along with expressed permission to publish it in a public area of the website.

Transmission and Use of Personal Information

Market Metrix utilizes industry standard data security measures to transmit and store personally identifiable information and to ensure that all personally and non-personally identifiable information that we receive is secure against unauthorized access. We will accept only the necessary data for our services from our clients, utilize encryption technologies in their transfer, and require standard authorization techniques in their utilization. For surveys in languages other than English, third party translators may be given access to personally identifiable information in order to perform the translation service. All translators are required to sign agreements restricting them from sharing data with any other party.

In order for you to completely delete your record with Market Metrix, please send an email to WebSupport@marketmetrix.com. Please specify that you wish to terminate your account.

COOKIES

A cookie is a small text file placed on your browser by a web server. Marketmetrix.com utilizes cookies to identify individuals to assist in navigation and security and to display the proper survey pages. Cookies on marketmetrix.com are not used to identify individual users for any other non-technical purpose. Marketmetrix.com does not use third party cookies.

IP ADDRESSES

Market Metrix tracks IP addresses of visitors to our site in order to track site usage statistics. This data is collected for aggregate usage reporting and is not used to identify individual visitors to our site.

TRACKING

Market Metrix uses unique identifiers on survey invitation emails to ensure proper survey delivery and to track the response rates of invitations.

LAW ENFORCEMENT AND LEGAL

We reserve the right to disclose personally identifiable information as required by law and when we believe that disclosure is necessary to protect our rights and/or comply with a judicial proceeding, court order, or legal process served on our Web site.

Changes to This Privacy Policy

If we decide to change our privacy policy, we will post those changes to this privacy statement, the homepage, and other places we deem appropriate so that you are aware of what information we collect, how we use it, and under what circumstances, if any, we disclose it. We reserve the right to modify this privacy statement at any time, so please review it frequently. If we make material changes to this policy, we will notify you here, by email, or by means of a notice on our homepage.

TRUSTe

Market Metrix LLC, is a licensee of the TRUSTe Privacy Program. TRUSTe is an independent, non-profit organization whose mission is to build user's trust and confidence in the Internet by promoting the use of fair information practices. This privacy statement covers the site www.marketmetrix.com. Because this web site wants to demonstrate its commitment to your privacy, it has agreed to disclose its information practices and have its privacy practices reviewed for compliance by TRUSTe.

Safe Harbor Program

Market Metrix complies with the EU Safe Harbor framework as set forth by the Department of Commerce regarding the collection, use, and retention of data from the European Union. If you have questions or concerns regarding this statement, you should first contact the Market Metrix webmaster at WebSupport@marketmetrix.com. If you do not receive acknowledgement of your inquiry or your inquiry has not been satisfactorily addressed, you should contact TRUSTe at http://www.truste.org/consumers/watchdog_complaint.php. TRUSTe will then serve as a liaison with Market Metrix to resolve your concerns.

Questions and Clarifications

For questions about the Market Metrix Privacy Policy, or to view or request changes to stored personally identifiable information please contact WebSupport@marketmetrix.com. To opt-out of any Market Metrix survey invitations please use our opt-out page. To report violations of this privacy policy or to address complaints about emails, survey invitations or any other security or privacy issues please email abuse@marketmetrix.com. We are committed to resolving disputes within 7 business days. Questions and complaints can also be addressed by phone at (415) 721-1300, fax (415) 721-1314, or by mail at:

Market Metrix, LLC

Attn: Webmaster

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