



Prime Research Solutions LLC Privacy Policy

1. **About this Privacy Statement.**

This Privacy Statement by Prime Research Solutions LLC regarding our CloudResearch services ("CloudResearch") describes how we collect, store, process, and share personal information in connection with our website and online services.

Most of the information we collect is on behalf of our Customers and Third-Party Services, but this Privacy Statement does not address the privacy practices of our Customers or Third-Party Services. Accordingly, each Customer or Third-Party Service should be contacted directly to learn their privacy practices.

2. **Definitions.** The following terms have the following meanings.

"Administrator" means the person authorized by a Customer to administer one or more Studies on behalf of the Customer.

"Application Programming Interface" or "API" means the standards and code that may be used to share data between one or more information technology services, such as between CloudResearch and MTurk, or between CloudResearch and a Payment Gateway.

"Cookie" means a small digital file containing a string of characters that is stored on a computing device when a User visits a website or other service.

"Credentials" means the information each User uses to login to his or her account.

"Customer" means the person, company or organization that enters into a contract with CloudResearch.

"MTurk" is Amazon's Mechanical Turk service, which is a Third-Party Service.

"Non-Personal Data" is any information that we collect, store, process or share that does not identify an individual person, even if the information is collected from a person.

"Participant" means a User or Visitor that participates in a Study with a Customer.

"Payment Gateway" means a Third-Party Service that collects payments for CloudResearch or others.

"Personal Data" (also known as "personally-identifiable information") is any information that we collect, store, process or share, and which identifies an individual person.

"Privacy Statement" means this statement of data privacy practices, as it may be updated from time to time.

"Service" means a service currently offered by CloudResearch to Customers and Users.

"Study" means a particular Service that is a research study run by a Customer that may use Participants.

"Third-Party Service" means any service provided by any entity other than CloudResearch or a Customer.

"CloudResearch" or "we" or "us" or "our" means the CloudResearch service offered by Prime Research Solutions LLC.

"User" means each person who registers with CloudResearch, including Participants and Administrators.

“Visitor” means each person who visits or uses CloudResearch, but does not register as a User.

“You” and “your” mean each Customer, Administrator, User and Visitor.

3. Changes to this Privacy Statement.

We may update this Privacy Statement from time to time. Any changes that we make to this Privacy Statement will be effective immediately upon posting the updated version of this Privacy Statement, unless the Privacy Statement lists a later date. The date shown below indicates the date that we last updated this Privacy Statement. We encourage you to periodically review this Privacy Statement to be informed of how we are collecting, using, sharing and otherwise handling Personal Data.

4. Information We Collect: Personal Data and Non-Personal Data.

We collect information from you and about you so that we can provide our Services to you, to our Customers, and to other people and organizations.

When you prepare, access or use a Study or other Service, we may collect Personal Data and Non-Personal Data from you. As noted in the definitions, Personal Data identifies an individual person, either directly or by referral to other information. As an example, a person’s home address is Personal Data because (generally speaking) a limited number of people reside at each home address, even if the home address does not directly list each resident’s name. By contrast, Non-Personal Data may identify a large group of people, but does not generally identify particular individuals or small groups of people. Non-Personal Data we may collect from you includes your Internet Protocol (“IP”) address, browser type, domain names, access times, generalized geographic location data (e.g., city, not a specific address), and referring website addresses.

Administrator and User Accounts. If you manage or participate in Studies or other Services, you may need to register with us. When you register for an account, then, depending on the Customer, we may collect Personal Data from you, including but not limited to: your first and last name; your postal address and telephone numbers; your email address; and password of your choice. We treat all of the Personal Data as stated in this Privacy Statement.

Visitors. Any person that may use or interact with CloudResearch without becoming an Administrator or User is considered a Visitor. No Personal Data is required to be submitted to us for a person to be a Visitor.

Participating in a Study or Other Service. We generally collect information from each Participant or other User who participates in a Study or other CloudResearch service. The actual data collected is chosen or identified by each Customer or its Administrator, and may request and collect Personal Data and Non-Personal Data. We then provide the data we collect to the Customer. For each Study or other Service, we may collect the following Personal Data: The name of the Participant, the email and postal addresses of the Participant, the geographic location of the Participant at the time of the response, and any other Personal Data requested by the Customer.

5. How We Use Your Personal Data.

We may use your Personal Data in a variety of ways, including:

- 1) To operate and improve the CloudResearch Services;
- 2) To deliver and improve the CloudResearch Services;
- 3) To facilitate payment transactions on or in connection with the CloudResearch Services;
- 4) If you are a Participant in a Study or other Service, to provide your Personal Data to the Customer that ordered the Study or other Service;
- 5) To contact you about updates to the CloudResearch Services;
- 6) For internal business analysis and other internal business purposes; and
- 7) To contact you about other services and promotions offered by us, unless you have previously opted out of such disclosures (see **Your Opt-Out Rights** section below).

6. **How We Share Your Personal Data.**

For each Study or other Service, we share Personal Data we collected via that Service with the Customer that ordered the Service. We also share your Personal Data with each company or entity that helps us provide our Services to you. In addition, we may disclose your Personal Data to third parties in the following instances:

- 1) We have your consent to do so;
- 2) The disclosure to the third party helps us deliver the Services to you;
- 3) The disclosure is to your chosen payment provider to fulfill purchases of the Services, or other goods or services requested by you;
- 4) The disclosure is to one of our vendors or affiliates for the limited purpose of helping us carry out the functions set forth in this section and/or the **How We Use Personal Data** section above;
- 5) The disclosure is otherwise consistent with the purpose for which the Personal Data was provided to us;
- 6) The Personal Data is publicly available;
- 7) The disclosure is reasonably related to the sale or other disposition of all or part of our business or assets;
- 8) When we believe, in our sole discretion, that the disclosure is necessary to comply with applicable law;
- 9) When we believe, in our sole discretion, that the disclosure is necessary to respond to legal process, including a subpoena, served on us by a third party, or to respond to a request or demand for assistance from law enforcement or a government agency;
- 10) When we believe, in our sole discretion, that the disclosure is necessary to protect and defend the rights or property of CloudResearch, or any Customer, Administrator, User or Visitor, or any third parties;
- 11) When we believe, in our sole discretion, that a Customer, Administrator, User or Visitor is engaging in illegal activities; or
- 12) The disclosure is otherwise permitted by law.

7. **Your Opt-Out Rights.**

As an Administrator, User or Visitor, you have the right to opt out of receiving marketing communications (whether through mail, telephone or email) from us or any of our affiliates or vendors regarding other products, services and promotions available from us. To opt out of all marketing emails, please click the link contained in any such emails sent by us or our affiliates or vendors.

If you have difficulties opting out of such emails, or if you would like to opt out of receiving marketing communications through the mail or telephone, please contact us (see **Contact Us** section below).

In your request (whether by mail, telephone or email), please specify the type of communication (mail, telephone or email) that you would like to stop receiving from us. We will take commercially reasonable measures to comply with your request within a commercially reasonable time.

8. **Security of Your Personal Data.**

We and the vendors that help us host and administer the CloudResearch Services maintain the servers through which we provide the Services and take reasonable measures to secure your Personal Data from unauthorized alteration, access, use and disclosure. We follow generally-accepted industry standards to protect the Personal Data submitted to us, both during transmission and once we receive it.

We use a third-party Payment Gateway to process credit card and other payments. We will only share with them your Personal Data that is needed to process your payments, although they may ask you directly for additional Personal Data they need to process your payments in accordance with their own privacy statements.

No method of transmission over the Internet, or method of electronic storage, is 100% secure. While we strive to use commercially-acceptable means to protect your Personal Data, we cannot guarantee its security.

If you are a Customer, Administrator, or other User, your Personal Data is accessible through entry of your Credentials on the CloudResearch Services. We recommend that you refrain from divulging your Credentials to anyone. We will never ask for your Credentials during an unsolicited phone call or in an unsolicited email. Please keep in mind that whenever you disclose information online, that information can be collected and used by others. Ultimately, you are responsible for maintaining the confidentiality of your Credentials and any other Personal Data that you choose to share with us or any other person or entity.

9. **Editing and Removing Your Information; Information Retention.**

Subject to our current Terms of Service [<https://www.cloudresearch.com/terms-of-service/>] and the provisions of this section, you may review and request modification and deletion of your Personal Data. If you are registered with us, you may do so by logging into your account on the Service, and following the instructions provided on the screen. As a Visitor, you may do so by contacting us (see **Contact Us** section below).

We make requested changes and deletions to your Personal Data within a commercially reasonable time, but it may be impossible to remove any or all of your Personal Data that you entered for a Study or for

any other Service. In addition, your Personal Data may remain in our backup files or logs. Of course, whether or not we delete some or all of your Personal Data from the CloudResearch Service, we have no control over any Personal Data or other information held by any Customer, Third-Party Service, or other person or entity. If you request deletion of all of your Personal Data including your Credentials, you may be unable to use any or all of the CloudResearch Services.

We may preserve information about you, including without limitation your Personal Data, in response to a legal demand or request if we have a good faith belief that the law requires us to do so. We may also preserve information about you, including without limitation your Personal Data, when we have a good faith belief it is necessary to detect, prevent and address fraud and other illegal activity; to protect ourselves, you and others, including as part of investigations; and/or to prevent death or imminent bodily harm. Information we receive about you, including without limitation your Personal Data, may be retained for an extended period of time when it is the subject of a legal request or obligation, governmental investigation, or investigations concerning possible violations of our terms or policies, or otherwise to prevent harm.

10. **Cookies.**

As noted in the definitions, Cookies are small files that are stored on a User's computing device. Cookies may be erased at the end of a session ("Session Cookies") or stored for a period of time ("Persistent Cookies"). We use Persistent Cookies to personalize each User's online experience, to enable us to provide quality Services, and to provide general statistics regarding use of each of our Services.

You may also get cookies and other tracking technologies from one of our Third-Party Services, as described in the **Third Party Websites & Links** section below. We do not control cookies and other tracking technologies employed by Third-Party Services.

If you are using a web browser to access the CloudResearch Services, then you may have the ability to accept or decline Cookies from us and from any Third-Party Services. Most web browsers automatically accept Cookies, but you may be able to modify your browser setting to decline Cookies if you prefer. If you choose to decline Cookies, you may not be able to activate or use all of the features of a Service.

11. **Disclosure.**

We may disclose aggregated Non-Personal Data that has been collected from you and others to our existing or potential vendors or other third parties, or in response to a government request or demand. We may also share aggregated and de-identified demographic data (for example, 55% of our users are female) with third parties to enable the provision of targeted information, promotions, offers and discounts on our Services.

12. **Third Party Websites & Links.**

We cannot control, and are not responsible for, any third party's use of cookies, web beacons or other tracking technology that collect information about you or others. Advertising agencies, advertising networks, and other companies who place advertisements on websites, email messages and on the Internet may use this or other technology to collect information about you. We encourage you to review the privacy policies of websites of Third-Party Services that we provide through the Services. We are not

responsible for privacy or security policies or practices of any Third-Party Services or any other services or websites.

13. **Children's Privacy.**

CloudResearch and its Services are not directed at children under 13 years of age, and we do not seek or knowingly collect any Personal Data from or about children under 13 years of age. If we become aware that we have unknowingly collected any Personal Data from a child under the age of 13, we will make commercially reasonable efforts to delete such Personal Data from our systems. If you are a parent or legal guardian and think your child under 13 has given us Personal Data, please contact us (see **Contact Us** section), and we will delete the child's Personal Data from our systems.

14. **Users and Visitors Residing Outside the United States.**

CloudResearch operates only in the United States, through servers located in the United States. The Services are subject to United States laws, which may not afford the same level of privacy protection as laws in other countries. If you reside outside the United States, then the privacy laws and regulations in your country may be more or less protective of your Personal Data than those of the United States. We make no representation or warranty that this Privacy Statement and/or our privacy or security practices comply with the laws of any country outside of the United States.

By sharing your Personal Data with us, you consent to our privacy practices, which are subject to United States laws and regulations.

15. **Contact Us.**

We welcome your comments regarding this Privacy Statement and our privacy practices. If you have any questions or complaints about our privacy practices or this Privacy Statement, please contact us via email at support@CloudResearch.com, telephone at 844.565.1231, or first-class mail sent to the following address:

Prime Research Solutions LLC

6530 Kissena Blvd, CEP Hall 2

Flushing, NY 11367

We will use commercially reasonable efforts to answer any questions, promptly evaluate any complaints, determine if any violations have occurred and remedy any problems as appropriate.

