

SIMMONS RESEARCH LLC PRIVACY POLICY

LAST MODIFIED DATE: March 1, 2017

Simmons Research LLC (“we” or “Simmons”) conducts high-quality national research studies with consumers. Our main survey, the National Consumer Survey/National Hispanic Consumer Survey (the “Survey”) is completed by mail or through online surveys. The Survey is available only to select U.S. households who have been identified to be respondents in the Survey.

We also offer other surveys and studies (“Simmons Studies”), such as Simmons Connect, the New Media Study and the Multi-Media Engagement Study, which are conducted through our online partners, or by us through a data collection meter installed on internet-connected devices such as a respondent’s PC, smartphone or tablet. Consumers can obtain information about Simmons Research studies and surveys on various Simmons websites, which include www.simmonssurvey.com, www.simmonsonline.com, www.simmonsconnect.com, www.miopinioncuenta.com, www.simmonslinea.com, www.simmonsconectados.com; (collectively the “Sites”). Individuals who participate in Simmons studies and surveys are referred to herein as “participants” or “you.” When you participate in a study or survey, we collect various information, including Personally Identifiable Information.

Personally Identifiable Information (“Personal Information”) includes information about you or your family members that is personally identifying such as your first and last name, email address, home address including street name and town, and phone number. Personal Information may include other types of information depending on the legal definition that applies in your physical location. Only the definitions of Personal Information that apply in your location will apply to you under this Privacy Policy.

This Privacy Policy covers how we collect, use, and share Personal Information of participants. This Privacy Policy applies to information collected online and offline.

Agreement

By using our Sites or by participating in our Survey or Studies, you accept and hereby expressly consent to our collection, use and disclosure of your Personal Information in accordance with the terms of this Privacy Policy.

This Privacy Policy may change from time to time, so please check back periodically to ensure that you are aware of any changes in our processing of your Personal Information. If at any time in the future we plan to use Personal Information in a way that differs from this Policy, we will post those changes here and provide you the opportunity to opt-out of such differing uses. The opt-out may be on the Site and/or by other methods, in our sole discretion.

If you do not opt out, your continued use of the Sites or participation in the Survey or Studies after such changes signifies your express consent to the changes.

United States of America: Our Sites are geared towards U.S. users only and are maintained in the U.S. By using the Site or by participating in a survey, you authorize the transfer of your Personal Information to the U.S. if you reside outside the U.S, and your consent to its disclosure, storage and use in the U.S. as described in this policy. The Sites are not intended to be subject us to the laws or jurisdiction of any state, country, or territory other than that of the United States.

Information Collection, Use and Disclosure

Through our Sites

You may browse our Sites without providing any Personal Information, although your IP address will be collected.

If you contact us by mail, by phone, or by email, we collect your name, home address, email address and phone number so we can respond to your inquiries, fulfill any incentives and contact you in the future about other studies, our products and services.

If you sign up for an account or register with a Site, we collect information such as your first and last name, email, password, access code and user name. We use this information to enable you to participate in a research panel or survey and to contact you about the research panel or survey. We also collect comments or suggestions you provide to us on or through the Sites. We may connect information we collect through the Sites to other information we collect about you, such as Survey Data or Identifiable Survey Data.

National Consumer Survey/National Hispanic Consumer Survey

You may participate in the Survey online at www.simmonsonline.com or by completing the hard copy Survey you received in the mail. For either form of Survey, whether online or by mail, we collect the name, mailing address and demographic information for potential respondents from our partners, such as Experian, who have done business with potential respondents and have permission to share this information with us. We select certain households to participate in the Survey based on information we collect from our partners. As one of our chosen households, you and your family members are asked to respond to survey questions about your consumer behavior and preferences in one or more of our Survey booklets, such as the Survey for Households, Hispanic Survey, Personal Survey, Survey for Kids 6-11, and Survey for Teens 12-17. Your answers to the Survey questions are combined with the answers of other households to create a summary of consumer behavior and preferences (“Survey Data”). The Survey Data is shared with our clients who use it to make media planning and consumer behavior related decisions. Survey Data is shared with our clients as aggregated data in an anonymous form that does not identify individual respondents.

In certain cases, we also connect your Personal Information to your Survey Data, which is referred to in this policy as “Identifiable Survey Data.” For example, we collect the name, email and mailing address of all family members through the Survey to create Identifiable Survey Data for each family member participant. We share Identifiable Survey Data, such as name and zip code, to enable our clients to match survey answers of particular individuals with information about them that is already held by our clients or to identify other individuals who have similar behaviors such as individual respondents. This enables us and our clients to create targetable consumer segments for advertising, direct marketing, media planning, and to perform consumer research and send you direct marketing information.

When we receive a completed Survey, we collect the participant’s name, email and the names of participating family members in order to send the token of our appreciation for participating in the Survey.

We may invite some Survey respondents to participate in additional studies, such as Simmons Connect. We may use Personal Information or cookies to send the invitation to participate.

Simmons Connect

Certain Survey respondents are invited to participate in Simmons Connect, a mobile application (the “Simmons Connect App”) that measures consumers’ online and internet-connected behavior and usage through their internet connected and/or mobile device. Simmons Connect respondents download a mobile application that passively collects their device ID, geolocation data, use of mobile applications, websites, and activities completed on the platform, and similar usage information. The data is aggregated to create a summary of behavior and usage, and the summary is added to Identifiable Survey Data which is shared with our clients for their business purposes. Our clients are prohibited from using Identifiable Survey Data to contact you directly, although they may contact you using information they previously obtained from you or from other sources.

You may view the Simmons Connect Privacy Policy at www.simmonsconnect.com/simmons-connect-privacy-policy.html

New Media Study

Participants in the New Media Study respond to an online survey that collects information about their behavior and attitudes for rapidly evolving new media. The New Media Study is hosted and conducted by a third party partner, Lightspeed Research. The collection, use and disclosure of Personal Information of participants in the New Media Study is covered by the privacy policy of Lightspeed Research and not by our Privacy Policy. To view the Lightspeed Research Privacy Policy, click here <https://www.globaltestmarket.com/privacypolicy.php>; <https://www.mysurvey.com/index.cfm?action=Main.lobbyGeneral&myContent=PRIVACY>.

We receive data from the New Media Study on participants’ behavior and attitudes for rapidly evolving new media and which is not personally identifiable. We may add this information to the Identifiable Survey Data we collected previously from New Media Study participants and share it with our clients for their business purposes. Our clients are prohibited from using this data to contact you directly, although they may contact you using information they previously obtained from you or from other sources.

Multi-Media Engagement Study

Participants in the Multi-Media Engagement Study respond to an online survey that collects information about their engagement with TV, magazines and internet properties. The Multi-Media Engagement Study is hosted and conducted by a third party partner, Lightspeed Research. The collection, use and disclosure of Personal Information of participants in the Multi-Media Engagement Study is covered by the privacy policy of Lightspeed Research and not by our Privacy Policy. To view the Lightspeed Research Privacy Policy, click here <https://www.globaltestmarket.com/privacypolicy.php>; <https://www.mysurvey.com/index.cfm?action=Main.lobbyGeneral&myContent=PRIVACY>.

We receive data from the Multi-Media Engagement Study on participants’ engagement with TV, magazines and internet properties behavior and which is not personally identifiable. We may add this information to the Identifiable Survey Data we collected previously from Multi-Media Engagement Study participants and share it with our clients for their business purposes. Our clients are prohibited from using this data to contact you directly, although they may contact you using information they previously obtained from you or from other sources.

Simmons Local

The Simmons Local study uses Survey Data to create a model that allows our clients to understand consumer preferences on a local level, such as by state or zip code. The data from Simmons Local is added to the Survey Data as another category of information and is reported in an anonymous form, without identifying any individual respondent. We share anonymous Survey Data with our partners for their business purposes.

LGBT Study

Respondents in the Survey are asked to report their sexual orientation. The data is added to the Survey Data and is reported in an anonymous form, without identifying any individual respondent. We share anonymous Survey Data with our partners for their business purposes.

Kids and Teens Study

Respondents aged 6-17 from our chosen households are asked to respond to survey questions about their consumer behavior and preferences in the Survey for Kids 6-11 and Survey for Teens 12-17. Answers to these questions are combined with the answers of other kids and teens from respondent households to create a summary of consumer behavior and preferences for these age groups.

We collect the names of the respondents to the Kids and Teens Studies if the participants write their names on the survey booklet. We use this information to send our token of appreciation check to the Kids and Teens participants.

The data from the Kids and Teens Studies is added to the Survey Data and is shared with our clients who use it to make consumer behavior and media planning decisions. We do not share contact information or Personal Information of kids or teens with our clients, as the Survey Data is presented in an anonymous form.

Cookies and Other Online Tracking Technologies

When you visit our Sites, we use session “cookies,” a piece of information stored on your computer temporarily and deleted from the user’s device when the browser is closed, to allow us to uniquely identify your browser while you are browsing or interacting with the Site. Session cookies also help us confirm your identity and are required in order to log into your account. If you wish to prevent cookies from being used as you navigate our Site, you can reset your browser to refuse all cookies and/or indicate when a cookie is being sent.

Users who disable their web browsers’ ability to accept cookies will be able to browse the Site, but will not be able to access or take advantage of all of the features and services on the Site, such as online surveys. We therefore recommend you do not block or disable these cookies. To find out more about cookies, including how to see what cookies have been sent and how to manage, as well as delete them, visit www.allaboutcookies.org.

As you navigate our Sites and the Simmons Connect App, we may also collect information through the use of commonly used information-gathering tools, such as cookies and Web beacons (“Web Site Navigational Information”). Web Site Navigational Information includes standard information from your Web browser (such as browser type and browser language), your Internet Protocol (“IP”) address, and the actions you take on the Site or through the App (such as the Web pages viewed and the links clicked).

Protection of Your Personal Information

We will take appropriate technical and organizational safeguards to protect Personal Information from theft, loss, and unauthorized access. We follow generally accepted standards to protect the Personal Information submitted to us, both during transmission and once we receive it. No method of transmission over the Internet, or method of electronic storage, is 100% secure, however. Therefore, we cannot guarantee its absolute security.

We will retain Personal Information for as long as necessary to compile the Survey Data. We will retain and use Personal Information as necessary to comply with our legal obligations, resolve disputes, and enforce our agreements.

Information Sharing and Disclosure

We disclose Identifiable Survey Data to our clients, Parent company and affiliates for their business purposes. Our clients may not use Identifiable Survey Data to contact you directly, although they may contact you using information previously obtained from you or other sources. These entities may in turn disclose parts or all of your Identifiable Survey Data to other third parties. We have no control over the use or disclosure of your Personal Information by our clients, parent or affiliates. Our parent company is Symphony Technology Group.

We disclose Survey Data and non-Personal Information to our clients for their business purposes, and to third party vendors who help us operate the Site.

We will disclose Personal Information in response to valid legal process, for example, in response to a court order, a subpoena or other legal request for information, and/or to comply with applicable legal and regulatory reporting requirements. We also may disclose Personal Information in response to a law enforcement agency's request or other request for information from the U.S. or other government entities, or where we believe it is necessary to investigate, prevent, or take action regarding illegal activities, suspected fraud, situations involving potential threats to the physical safety of any person, or to verify or enforce compliance with the policies governing our products and/or services and with applicable laws, or as otherwise required or permitted by law or consistent with legal requirements .

In addition, we may transfer Personal Information to an entity or individual that acquires, buys, or merges with Simmons Research LLC or our parent or affiliates.

Children's Online Privacy

Our Site, the online Survey, and the online Simmons Studies are directed to individuals who are at least eighteen (18) years of age. We do not knowingly collect Personal Information from children online. If you believe your child has provided information to us online, please contact us using the information provided below.

We collect Identifiable Survey Data by mail from minors through the Kids & Teens Surveys. This information is treated the same as other information collected by the offline Survey. Please see the section above on the National Consumer Survey/National Hispanic Consumer Survey about the use and disclosure of Personal Information collected offline.

Your California Privacy Rights; California Do Not Track Disclosures

If you are a California resident, California Civil Code Section 1798.83 permits you to request information regarding the disclosure of your Personal Information by Simmons Survey or its subsidiaries to a third

party for the third party's direct marketing purposes. You may request this information in writing using the information under "Contact Us" below.

Your browser may offer you a "Do Not Track" option, which allows you to signal to operators of websites and web applications and services (including behavioral advertising services) that you do not wish such operators to track certain of your online activities, over time and across different websites. We do not honor "Do Not Track" signals.

Access to Personal Information

When we collect Personal Information, we provide individuals with reasonable opportunities to access that data and correct it when it's inaccurate. To access, update or change your Personal Information, please contact us as described below.

We are not responsible for removing Personal Information from the lists of any third party who has previously been provided your information in accordance with this Policy.

Contact Us

If you have any questions about this Policy, please contact us as follows:

By Phone (toll free)

1-800-551-6425

1-800-822-4921 (Hablamos español)

By Email

webcomments@smrb.com

By Regular Mail

Simmons Market Research

Attn: Director of National Consumer Survey

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Suite 295

Deerfield Beach, FL 33441