

MeetingMetrics, Inc. Privacy Policy

Please review the updated privacy policy carefully before using MeetingMetrics services. By using MeetingMetrics services, you consent to the terms of the Privacy Policy.

If you have any questions about our Privacy Policy, you can contact us at kerns@meetingmetrics.com and include 'Privacy Policy' in the subject line.

MeetingMetrics, Inc. owns, operates, and provides secure online access to the MeetingMetrics online set of integrated survey applications both for survey participants to interact with the online survey questionnaires to enter their individual responses into a variety of specialized online questionnaires and for licensees to administer the MeetingMetrics online survey applications for their client surveys referred herein as the "Services". This Privacy Policy applies to all information collected about you by MeetingMetrics Services, regardless of how it is collected or stored, and describes, among other things, the types of information collected about you when you access the MeetingMetrics survey online applications, how your information may be used and when it may be disclosed, how you can control the use and disclosure of your information, and how your information is protected.

This Privacy Policy includes information collected by MeetingMetrics from the public website, www.meetingmetrics.com, as well as from survey questionnaires completed by survey participants using the secure non-public website operated by MeetingMetrics which is password protected and uses SSL security to protect survey participants' personal information data and their privacy as a survey participant. Access to the non-public website is only available to MeetingMetrics licensees and survey participants who are provided limited access via a personalized email invitation link or from within a secured mobile application for the sole purpose of completing one or more online surveys.

Privacy Policy Overview

In this Privacy Policy, we will discuss the following topics:

1. What information we collect.
2. How we collect and use information.
3. What information we give to third parties.
4. How you can change or control what is collected.
5. Information for users located outside the U.S.
6. How this Privacy Policy can change.
7. Other useful information regarding your privacy.
8. How you can contact MeetingMetrics about any questions or concerns you may have.

1. What information we collect.

We may collect Personal Information from you or from other sources. “**Personal Information**” generally means information that might reasonably be used to specifically identify you and may include information such as:

- Contact information like your name, postal address, email address, phone number and/or mobile number;
- Demographic information such as gender, job information and company information;
- Age and/or date of birth;
- Association membership;
- Geographic location.

We do not intentionally collect data such as financial information or data concerning racial or ethnic origin, political opinions or religious beliefs.

We also collect other kinds of specific information from you about your views related to a meeting or conference you may attend in the future or have attended sponsored by a company, trade or professional association, or other related group or organization. Types of information we collect are your pre-event needs, priorities recommendations related to an upcoming event experience; onsite information during an event such as your ratings of quality, value and satisfaction levels with various aspects of your event experience including education sessions, presenters and instructors; and post-event ratings of quality, value and satisfaction with various aspects of the event including exhibits, social events and your overall event experiences as well as your recommendations for improving large meetings and conferences of this kind which you may attend in the future. Questionnaires use both multiple-choice questions as well as open-ended comment questions.

- Information collected through the use of cookies, Javascript, or other technologies, specifically information collected using such methods and technologies about your visits to, and interaction and engagement with MeetingMetrics online web-based and mobile app survey questionnaires and email survey messages for the purpose of collecting and managing your survey response data including the content (collectively, “**Online Data**”).

We may also supplement the Personal Information and other Information we collect from you with information from MeetingMetrics clients or MeetingMetrics licensees who may provide additional Personal information for purposes of administering a specific survey. This Privacy Policy does not cover the practices of third parties other than MeetingMetrics licensees and their clients.

Please see our section on **How you can change or control what is collected** in this Privacy Policy. In some cases, we may not be able to remove your Personal Information, in which case we will let you know if we are unable to do so and why.

2. How we collect and use information.

MeetingMetrics Services collects survey participants' information A.) directly via web-based surveys accessed by personalized links in email messages client or via a secure link on a client website and B.) via an event mobile app enabled specifically to provide access via a link to a secure MeetingMetrics online survey questionnaire residing on MeetingMetrics servers to collect personal survey responses.

The event mobile apps provide the link for survey participants access the survey questionnaires, but do not retain any of the personal data collected by MeetingMetrics from survey participants.

All personal information (User Information) is or may be used as described in this Privacy Policy.

MeetingMetrics and its licensees use cookies and other tracking technologies to administer survey data collection and reporting services. You can control the use of cookies at the individual browser level, but if you choose to disable cookies, it may limit your use of certain features or functions of the survey services. The same is true for enabling of java script and permissions for popups, both of which are used within our online applications for specific functions and features. Please do not disable java script or popup permissions when using our online survey software.

Tracking technologies on the services may be employed to enable us to assign a unique identifier to you for purposes of efficient survey and reporting administration.

When you receive email messages from us, we may use customized links, clear GIFs or similar technologies to determine whether the email has been opened and which links you click in order to provide you more focused email communications, alerts or instructions.

We use the personal information collected by our survey software for data analysis and preparation of reports of the results of the surveys for presentation to meeting sponsors and MeetingMetrics licensees. All reports are confidential for our client's use, and are not shared, distributed or published without our client's express permission. Online reports are prepared in the ORC (Online Report Center), and offline reports are prepared by professional research analysts who are signatories to confidential agreements to protect the privacy of survey participants and client ownership as well as the content of all survey data collected and all reports.

MeetingMetrics Online Report Center (ORC) reports survey results in group summary reports. A single individual's survey responses are protected, kept private and confidential in the online system and not shared or published in overall survey reports.

Survey users of MeetingMetrics survey automatically grant the use of their survey responses and general demographic information (excluding personal identity information such as name, email, location address, employer, etc.) for the purpose of metadata studies using aggregated large data pools.

3. What information we give to third parties.

We do not sell or rent data collected by MeetingMetrics on our clients' behalf to any third parties. The data is owned by our clients, or our licensees' clients, and is stored on our secure servers for the purposes of analyzing the data and providing the clients with a variety of reports about the survey results. We do provide data transfer of specific MeetingMetrics' client survey data collected by our online survey system to our direct clients and/or to our Licensees and their direct clients. All reports are produced in group summary form only. No individual's survey responses are reported.

We engage third party contractors, professional research consultants, to assist with segmentation and analysis of the data and report writing. These providers work on our behalf to provide us with specialized services, such as coding of open-end comments, statistical analysis and report writing. These contractors work on our behalf, are authorized by MeetingMetrics and are required to maintain the confidentiality of the information. We do not authorize third party providers to collect or access Personal Information from our services for their own purposes.

Survey users may grant explicit written permission through their survey responses to MeetingMetrics and or its licensees to share personal information with survey clients and sponsors for the purpose of facilitating a mutually beneficial business relationship such as between a distributor/wholesaler and a manufacturer, a customer and a manufacturer or an association member and a professional or trade association.

Survey users may grant written permission through their survey responses to MeetingMetrics and its licensees to share specific personal information with survey clients and sponsors for the purpose of facilitating mutually beneficial business relationship such as between a distributor, wholesaler or dealer and a manufacturer; a customer and a manufacturer or an association member and a professional association.

4. How you can change or control what is collected.

Upon request, MeetingMetrics will provide you with information about whether we hold any of your Personal Information. If you are a participant in an online survey administered by MeetingMetrics or a MeetingMetrics licensee that is still a current live online survey that has not closed, you can contact MeetingMetrics to view your responses and request corrections, deletions or changes of the information collected at any time prior to the closing date of the survey. Once a survey has closed and your individual responses have been aggregated and blended into group summary reports, it is not possible to make such changes. If you would like to make a request about whether MeetingMetrics holds any of your Personal Information, please contact MeetingMetrics directly by clicking on the link, privacy@meetingmetrics.com (must include “**Privacy Policy**” in the subject line) and we will respond to your request within a reasonable timeframe.

Cookies, Pixel Tags and Popups. You may stop or restrict cookies, pixel tags and popups on your computer or purge cookies from your browser by adjusting your web browser preferences. However, if you “turn off,” purge, or disable cookies, pixel tags or popups, although you may still use the Services, you may not be able to use all of the features, functions, or services available and may impair the correct operation of our online questionnaires in your browser.

Push Notifications. We send you push notifications in the form of email messages periodically during the conduct of a survey (invitation, reminders, etc.) which contain important links and instructions to assist you in completing the survey and, in some instances, for obtaining CE certificates online on-demand.

Opting Out of a survey. You can use the “Link Removal” link found in some survey messages to opt out of the survey. If you do not see a “Link Removal” link in your survey messages, click on this SurveySupport@MeetingMetrics.com link to send us a message requesting removal from the mailing list of your survey. Be sure to include your name, email address and name of the survey and survey sponsor.

5. Information for users located outside the U.S.

MeetingMetrics, Inc. participates in and has certified its compliance to the E.U.-U.S. Privacy Shield Framework and is committed to subjecting all personal data received from European Union (E.U.) member countries, in reliance on the Privacy Shield Framework, to the Framework's applicable principles. To learn more about the Privacy Shield Framework, please visit the U.S. Department of Commerce's Privacy Shield page online at <https://www.privacyshield.gov/article?id=OVERVIEW>. A list of organizations participating in the Privacy Shield can be accessed at [Privacy Shield List](#).

The U.S. Federal Trade Commission has jurisdiction over MeetingMetrics, Inc. compliance with the Privacy Shield.

The Services operate and are hosted in the United States and, depending on your country of residence, the submission of personally identifiable information to the Services will involve transfer of your personal User Information to the United States. You understand and consent to having any User Information you provide transferred to and processed in the United States. You should be aware that privacy laws in the United States may not provide protections equivalent to those of your country of residence.

Please note that we may use data collected by a third party operator/licensees of localized versions or editions of the Services.

MeetingMetrics complies with the U.S. – Swiss Privacy Framework as set forth by the U.S. Department of Commerce regarding the collection, use, and retention of personal data from European Union member countries and Switzerland. MeetingMetrics has certified that it adheres to the Swiss Privacy Framework Principles of notice, choice, onward transfer, security, data integrity, access, and enforcement. To learn more about the Swiss Privacy Framework program, and to view MeetingMetrics' certification, please visit the [Privacy Shield website](#) for more information on the EU-U.S. Privacy Shield Framework and the Swiss-U.S. Privacy Shield Framework

If you are a European or Swiss individual with a privacy related complaint, concern or question about MeetingMetrics' privacy practices, please contact us by writing to privacy@meetingmetrics.com (**must include "Privacy Policy" in the subject line**) and we will respond within 45 days of receiving your request. Under certain conditions, more fully described on the Privacy Shield website, European individuals may invoke binding arbitration when other dispute resolution procedures have been exhausted.

MeetingMetrics is responsible for the processing of personal data it receives under the Privacy Shield Framework and any subsequent transfers to a third party acting as an agent on its behalf. MeetingMetrics complies with the Privacy Shield principles for all onward transfers of personal data from the E.U., including the onward transfer liability provisions. With respect to personal data received or transferred pursuant to the Privacy Shield Framework, MeetingMetrics is subject to the regulatory enforcement powers of the U.S. Federal Trade Commission. In certain situations, MeetingMetrics may be required to disclose personal data in response to lawful requests by public authorities, including to meet national security or law enforcement requirements.

6. How this Privacy Policy can change.

Some or all User Information maintained by MeetingMetrics may be subject to transfer to another company in the event of a change of ownership of MeetingMetrics or sale of any part of MeetingMetrics. You will be notified via email and/or a prominent notice on our websites in the event of any change in ownership along with a material change of the uses of your Personal Information.

We may change this Privacy Policy from time to time, and all changes will be effective at the time we post them. If we believe there is a significant change to this Privacy Policy or our data collection and use practices, we will indicate on our website that our Privacy Policy has changed prior to the change becoming effective. The then-posted version of the Privacy Policy supersedes all prior versions. Your continued access to or use of any of the Services shall be deemed your acceptance of the Privacy Policy.

We urge you to come back to this web page and review this Privacy Policy regularly so that you remain aware of the terms and conditions that apply to you.

7. Other useful information regarding your privacy.

Security. We believe we use reasonable precautions to keep the Personal Information you disclose to the Services secure. However, we cannot guarantee there will not be a breach, and we are not responsible for any breach of security or for the actions of any third parties. As a standard practice, we use Secure Sockets Layer encryption to transfer certain User Information in a non-human readable format to provide protection. You are ultimately responsible for the security of your email address and password.

Any Personal Information that you provide to us is stored on servers located in secure third-party data centers with restricted access, and which are protected by protocols, procedures and best practices designed to ensure the security of such information. In addition, we restrict access to the Personal Information to MeetingMetrics employees, independent contractors and licensees who need to know this information in order to develop, operate and maintain the Services, and are subject to confidentiality obligations. However, no server, computer or communications network or system, or data transmission over the Internet, can be guaranteed to be 100% secure. As a result, while we strive to protect Personal Information, we cannot guarantee the security of any information you transmit to us or through the use of the Site or any of the Services. In the event that we believe that there has been a security breach involving your Personal Information, we would endeavor to notify you promptly in accordance with applicable law. In the event such notification is appropriate under the circumstances, we would first try to notify you at the latest email address we have for you on record, subject to legal requirements.

Children. The Services are not intended for use by children, especially those under 13. No one under age 13 should provide any Personal Information or use our public discussion areas, forums or chats. If, notwithstanding these prohibitions, your children disclose information about themselves in our public discussion areas, consequences may occur that are not intended for children (for example, they may receive unsolicited messages from other parties). If it is discovered that we have collected Personal Information from someone under 13, we will delete that information immediately.

Data Retention. The time period for which we keep information varies according to the information's use. In some cases, there are legal requirements to keep data for a minimum period. Unless there is a specific legal requirement for us to keep the information, we plan to retain it for no longer than is necessary to fulfill a legitimate business need.

Links to Other Sites. The Services contain links to other sites whose information practices may be different from ours. You should consult the privacy policy of these other sites to learn how your privacy is protected.

Compliance with Law and Other Terms. Subject to applicable law, we reserve the right to shut access to the Services when we have grounds to believe that the user is in violation of our license agreements or engages in (or we have grounds to believe is engaging in) any illegal activity, and to release information in response to court and governmental orders, other requests from government entities, civil subpoenas, discovery requests and otherwise as required by law.

For more information concerning your use of the Services as a survey participant, please read all instructions provided in survey messages and on survey pages.

8. How you contact MeetingMetrics about any questions or concerns you may have.

If you have any questions about our Privacy Policy, you can contact us at privacypolicy@meetingmetrics.com and include 'Privacy Policy' in the subject line. You may also contact us by writing to:

Ira Kerns
MeetingMetrics
351 E. 84th St.
New York, NY 10028
USA

If you have an unresolved privacy of data use concern that we have not addressed satisfactorily, please contact our U.S.-based third party dispute resolution provider (free of charge): SafeHarbor@jamsadr.com