



Note: Your personal information will **only** be used for the purpose of research and never for selling anything to you, **nor** for advertising purposes. The Bizpinion Research Community is comprised of business professionals from all walks of industry. Bizpinion invites its website visitors to join a panel community of willing respondents to express opinions on various topics. We assist firms in making better decisions through the use of information. We understand the need to have a formal privacy policy and are committed to protecting the privacy of our clients, panelists and visitors.

We endeavor to conform to the Council of American Survey Research Organizations ([CASRO](#)) Code of Standards and Ethics for Survey Research, the American Association for Public Opinion Research ([AAPOR](#)) Code of Professional Ethics and Practices and all relevant US regulations regarding privacy.

Bizpinion is active in supporting the following additional organizations created to uphold ethical survey research practices:

- [Marketing Research Association \(MRA\)](#)
- [American Marketing Association \(AMA\)](#)
- [Advertising Research Foundation \(ARF\)](#)
- [European Society of Opinion and Marketing Research \(ESOMAR\)](#)

Information drives the research process. Bizpinion gathers your personal information upon registering to become part of our Research Community including, but not limited to, your demographics and career information. After registering we may ask panel members to provide us with additional personal information in order to invite them to appropriate surveys. We require your email address in order that we can send you email invitations to participate in our upcoming surveys. The additional information we gather, such as your address, gender, birthday, and employment status, is used to match you with the appropriate market research projects. We will never share your birthday, but it is required to automatically update your age for age-related survey opportunities. We only use your information in order to send you opportunities to participate in market research.

Bizpinion Research Community encourages panel members to supply demographic information (gender, birth date, income level, employment, and medical conditions) and keep that information current as it will be used to pre-qualify panel members for survey opportunities and for topics that would be of interest to them. Occasionally we ask panel members and survey participants for additional information related to their interests, hobbies and product usage. Such information facilitates our ability to send surveys corresponding with their area of interest and expertise.

We may also be required to collect social security numbers of panel members for tax purposes in connection with incentive fulfillment.

Occasionally we may use a trusted third-party for email list management and email distribution, or may use third party list management providers to match the members of our Panel to members of other lists or panels, or to validate accuracy of personal information provided by the panelists. Third parties may be used to provide us with data they have collected about you, and append this data to your demographic profile. In such cases only a minimum amount of information is transferred to these third parties so as to enable them to perform specific functions on our behalf and to ensure your privacy. If a panel member desires to end his or her membership with Bizpinion, such panel member may terminate their membership by (a) following the instructions set forth in their membership account, (b) sending an email request to [wendy@bizpinion.com](mailto:wendy@bizpinion.com), from the email address associated with their membership, or (c) selecting the opt-out link contained in each email invitation sent to members of our panel. Regardless of the method used, opting out deactivates the member's account and terminates their membership (including all redemption reward points earned) with Bizpinion.com.

Bizpinion will then deactivate the applicable membership account and the individual will not receive any further survey invitations; the individual may continue to receive some previously prepared survey invitations for a few days following the termination of membership. Bizpinion will retain the personal information of a terminated member for an indefinite period of time. Even after termination of membership Bizpinion will continue to protect such personal information in accordance with this Privacy Policy.

Digital fingerprinting is a technique used to assign a unique identifier to a user's computer to identify and track the computer. Bizpinion will NEVER use digital fingerprinting to collect personal information, or track online activities. Also, Bizpinion will not interfere or disrupt the control or use of a computer or alter, modify, or functionally change the settings of a computer.

Bizpinion may use digital fingerprinting to assist our clients in establishing and ensuring the integrity of survey results. To do this Bizpinion (a) might associate or link said unique identifier to you and any of your personal information; (b) may share your unique identifier with our clients and with other sample or panel providers; and (c) may receive or obtain a unique identifier linked to you from a related or unrelated third party. Any unique identifier received or obtained by Bizpinion and linked to a specific individual will be protected in accordance with this Privacy Policy.

Our site uses cookies on the registration and survey forms for technical purposes only. Cookies are very common bits of electronic information stored on a user's computer to provide information needed by the user on a regular basis. Cookies are frequently used to save website customizations and website login information and will not affect the performance of your computer. We do not store or retain your cookie information in any way following the entry of these forms. Cookies are used only temporarily during the time you are actively completing a survey or filling out the registration forms. The only information we maintain in our database is the information you supplied when filling out the registration form. No personally identifiable information is transmitted via cookies we use.

In the event that another company acquires some or all of the assets related to the Website, or if we experience some other change of control event such as insolvency, merger, bankruptcy or receivership, we reserve the right to include any or all Personal Information among the assets transferred to the acquiring company. Bizpinion will commit the surviving entity in the case of a merger, or the acquiring entity in the case of an acquisition or sale, to agree in writing to protect and maintain the security and integrity of the transferred Personal Information in accordance with any applicable laws. We cannot guarantee that any entity receiving such information in connection with any of these transactions will comply with all the terms of this policy.

By agreeing to participate in Bizpinion Research Community, you signify your acceptance of the terms and conditions of this Privacy Policy. Bizpinion hereby reserves the right to make changes to this Privacy Policy from time to time. Your continued participation in Bizpinion Research Community after Bizpinion revises this Privacy Policy constitutes your acceptance of this Privacy Policy, as amended.

We make every effort to preserve user privacy; however, we may need to disclose personal information when required by law. Such instances include, but are not limited to, judicial proceeding, a court order or legal process served on our Website.

If you have questions or concerns regarding this privacy statement, you can contact us by e-mail, direct mail or telephone:

E-mail: [wendy@bizpinion.com](mailto:wendy@bizpinion.com)

Attn: Privacy Concern  
Bizpinion

Postal Mailing address: 6017 Catamaran Court  
Flowery Branch, GA 30542  
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Again, we do not share, sell, rent or trade personally identifiable information with third parties for their promotional purposes.