

Privacy Policy

Policy Effective Date: 10/15/10

Last Revised: 10/25/10

Jump In is managed by Lightspeed Research, a professional market research and consulting firm. Lightspeed Research is committed to maintaining your privacy. We treat your identity and the responses you provide as completely confidential. The following privacy policy statement will explain how your personally identifying information will be treated while you are a member. We will routinely review this privacy policy and our security features, and revise and enhance them as necessary.

PRIVACY STATEMENT

Your trust in Lightspeed Research to protect your privacy is a responsibility we honor. Your responses have been, and will always remain, confidential. We do not send unsolicited commercial email messages to persons who have not agreed separately to accept those messages.

We follow the guidelines established by the [Council of American Survey Research Organizations \(CASRO\)](#) in its Code of Standards and Ethics for Survey Research.

How We Gather, Use, and Share Your Information

Your completed registration survey provides us with contact information (e.g., name and email address), respondent profiling information (e.g., products purchased and used), and other information related to you.

We maintain in our secure database the information you supplied when you filled out the registration survey. The demographic information is used to monitor the panel composition to insure that it is representative of the general population and is only accessed to determine which individuals are best suited for specific research studies.

We gather information about you as part of our survey and research process. We aggregate and analyze this information in reports for our clients. Your opinions, in the form of your survey responses, are essential in guiding the development and design of our products and services.

Although we share your survey responses in aggregated and identifiable forms with our clients, we do not share or disclose your personally identifiable information to other organizations without your explicit consent, except in the following circumstances:

In the event Lightspeed Research or its affiliates experience a merger, acquisition, sale or other transaction pursuant to which this website is acquired by a third party or an affiliate of Lightspeed Research, Lightspeed Research may disclose your personal information to the third party or affiliate both before and after the transaction, for the sole purpose of facilitating and effecting that transaction. In the event a transaction is consummated, you will be notified of the transaction via email and/or through a notice on our website, and Lightspeed Research's custody of your personal information will be transferred subject to all the terms and restrictions in this privacy policy. In the event the transaction is not consummated, Lightspeed Research will require the third party or affiliate not to use or disclose your personal information in any manner whatsoever and to completely erase the same.

As is the case with any information you provide to any business operating in the United States, information provided to Jump In is subject to disclosure pursuant to judicial or other government subpoenas, warrants, or orders.

By participating in a survey, you acknowledge and consent to your personal information (such as the responses to the questionnaire and your name, email address if you have given them) being collected and used by us for market research purposes, market research analysis, internal administration, internal training and/or to fulfill our obligations to you.

We will only use your contact information with opportunities to participate in our surveys, validate information you have given, or to provide information about incentive payments.

Very occasionally, our surveys may ask you for personal information that enables you to be identified, such as your name or email address. When this information is requested, we will clearly state the reason we are asking for it, and ask you for your permission to use it for the purposes stated.

You have the right to see the personal information you have registered. If the information is inaccurate, incomplete or irrelevant, you have the right to request that the information be corrected or deleted. We will do all that is reasonable to comply with your request as quickly as we can.

You consent through your participation in our survey(s) that you are 18 years of age or older.

Use of Cookies on Our Site

For technical purposes only, our Web site uses cookies (small data files stored on your computer) in connection with the registration and survey forms. Our cookies customize the website and allow you to easily update your information. These cookies are used only temporarily during the time you are actively completing a survey or filling out the registration forms. Our cookies cannot read data on your hard drive or read cookies created by other Web sites. We do not store or retain your cookie information in any way following the entry of your information. We do not

require you to have cookies turned on to participate in our surveys or to visit our website, and you can refuse cookies by simply turning them off in your browser.

Opt-In Policy

Our policy requires that you "opt-in" for our service to become a member of Jump In. By "opt-in" we mean that you have affirmatively expressed an interest in receiving information from us, or visited our site and registered.

Opt-Out Policy

"Opting-out" means that you would no longer want to receive communication from us. We provide you the opportunity to opt-out of receiving communications from us at any time and in multiple ways:

- Log into [Jump In](#) and click on unsubscribe.
- Send us an email at support@jumpinpanel.com.