IPSOS’S PRIVACY POLICY FOR ONLINE DATA COLLECTION

Ipsos Respects Your Privacy
Protecting your privacy is important to us.

- You will NEVER be asked to buy anything or contribute to any organization.
- We will NEVER sell or send your name (or e-mail address) to another party that might want to sell you anything.
- Any information you provide to us will be combined with responses given by others and reported in aggregate. Individual information, including your e-mail address, will be kept strictly confidential.
- Should you decide to discontinue participation in a particular study we will respect your decision to do so.
- If you decide at any time to opt-out of participating in Ipsos’s survey projects, please:
  o e-mail your request to the opt-out address provided in your original survey invitation, OR
  o send a written request to Online Survey Opt-Out, Ipsos, P.O. Box 12 567, Auckland, New Zealand 1642, and reference the survey name or number you were originally invited to. We will then delete your e-mail address from future notifications.

Our Privacy Policy
Privacy is very important to Ipsos. We are committed to protecting the information you provide to us. If you have any questions or you feel we have not addressed your concerns, please feel free to contact us.

You can be assured that Ipsos will conduct research in a professional and ethical manner. As a member of RANZ (Research Association of New Zealand), we are committed to maintaining your privacy. Our privacy policy and Web site conform to the Code of Standards and Ethics for Survey Research put forth by RANZ.

Ipsos observes the following principles of behavior regarding information privacy. Each principle is stated below:

**Principle of Openness:** We practice openness in explaining who we are and how we use information we receive. Whenever we request personally identifiable information (e.g. name, address and other data that identifies an individual), we clearly disclose what details are required and how your ability to participate in our services will be impacted if you choose not to provide such information.

**Principle of Accuracy:** To ensure the accuracy of Ipsos records, you can contact us at any time to review, amend or correct your contact information.

**Principle of Collection:** We limit collection of information to only those details we need for the stated purpose(s). We do not collect personally identifiable information (e.g. name, address and other data that identifies an individual) unless you provide it to us via our Web site, an e-mail message, a phone call or by postal mail. We never target or knowingly collect personally identifiable information directly from children. If we would like the opinions of children who are under age 18 in your household, we will explicitly address the survey to the adult registered respondent and ask him/her to supervise the questions to be asked of the child.
Principles of Use, Disclosure and Retention: We limit use, disclosure and retention of the information contained in Ipsos records. Under no circumstances will we ever disclose personally identifiable information, except when: 1) we need to secure behavioral data from clients to compare with survey responses; 2) we believe in good faith that the law requires it; 3) we are conducting business with our worldwide offices, subsidiaries and affiliates; or 4) we must protect the rights and property of Ipsos. At any time, you may opt-out from receiving survey project notifications.

Principle of Secondary Usage: Ipsos strictly limits secondary use of personally identifiable information provided to us. Ipsos uses survey respondents’ data in statistical modeling to better understand trends among the general population.

Principle of Security: We employ a series of security procedures to protect the information provided to us.

Principle of Compliance: We continually review all aspects of our operations to ensure compliance with our stated privacy policy.

Principle of Accountability: Ipsos has designated a Chief Privacy Officer responsible for accountability of all actions involving our privacy policy.

If you have any questions or concerns about this policy, please contact us.

Privacy Policy Principles

OPENNESS

Ipsos, one of the largest marketing research firms in the world, specializes in collecting and processing information to assist clients with strategic business decisions. For more than 50 years, we have questioned millions of consumers like you. Respondents have provided opinions on everything from hair spray to refrigerators - and many other products and services in between.

Through our network of offices across the globe, Ipsos's primary activity is the design, execution, and interpretation of market research conducted on behalf of clients, which include a majority of the largest 100 multinational consumer products and services companies.

Companies both large and small are interested in your opinions as they strive to provide better products and services to you, their customers. With the advent of computers and the growth of the Internet, we now have an exciting new way to gather your opinions. The Internet allows you to respond to a survey at your leisure any time of day, any day of the week and at your own computer.

When we request personally identifiable information, we clearly disclose what details are required and how your ability to participate in our services will be impacted if you choose not to provide such information.

COLLECTION

Ipsos limits the information we collect for our records to those details we need for the stated purpose(s). We will always disclose what details are required and how your ability to participate in our services will be impacted if you choose not to provide certain information. When you respond to a survey project notification, we may ask for additional personally identifiable information to ensure a particular project is appropriate for you and your household’s habits, interests and preferences. This information will be aggregated with other survey respondents.
Usage Tracking
Our servers record your IP address. Each time you access the Internet, your computer is automatically assigned an IP address by your ISP (Internet Service Provider) or network. When you visit pages on the Ipsos web site, our servers record your IP address in a log. These logs are then used for system administration (such as site usage reporting and analysis) so we can constantly improve the content we provide. For instance, if our tracking indicates numerous respondents are accessing a particular page, we will post a special link that makes it as easy to find as possible. We will not associate IP addresses with personally identifiable information unless our system administrators believe it is necessary to do so for recognizing visitors who threaten our site, registrants, customers or others.

Cookies
At this time, Ipsos employs "cookies" (messages stored in text files on your hard drive containing details about your visits to our web site) for the purpose of tracking particular survey sessions, and they are made inactive when surveys are completed. If there is ever an occasion, however, to expand the use of this technology, we will first ask for your consent to do so and explain the intended use of the information gathered. If your browser permits disabling cookies, you can do so if desired and still participate in our online survey.

Links to Other Sites
The Ipsos corporate web site (www.ipsos.com) provides links to other World Wide Web pages that provide additional opportunities and information from third parties. Ipsos’s privacy policy cannot and does not apply to external Web areas. Even if a business partnership or third party affiliation exists between Ipsos and the operator of a linked Web page, once you depart the Ipsos site you are subject to the linked site's privacy policies and procedures. Because Ipsos has no control over such Web operators, you should consult each Web site’s privacy policy before providing personally identifying information.

LIMIT USE
Ipsos collects respondents’ survey answers (referred to as syndicated data) to design additional survey opportunities, but this process does not involve the disclosure of any personally identifiable information.

LIMIT DISCLOSURE
Ipsos releases respondents’ general demographic information, but this does not involve identifying any individual survey participant. We will not disclose any personally identifiable information (e.g. name, address and other data that identifies you) to business partners or third parties unless you agree, in advance, that we may do so, or for one of the reasons explained below:

- It may occasionally be necessary for Ipsos to provide survey participants’ names and addresses to clients for single-use matching purposes to compare actual behaviours with survey responses. The matching is performed by Ipsos after clients provide behavioural data for survey participants. When these completed survey reports are presented to clients, participants’ names and addresses are not included with the results. Clients that receive survey participants’ names and addresses are required to sign an agreement stating that the information will not be retained, copied or utilized in any manner other than identifying product or service usage history for the single-use matching purpose. These procedures strictly adhere to the Code of Standards and Ethics for Survey Research established by RANZ.
In the course of operations to conduct market research surveys, Ipsos may share members’ information with our various worldwide offices, subsidiaries and affiliates. The recipients of this information are bound by the same use and disclosure terms as stated in this policy.

Ipsos may disclose personally identifiable information when we believe in good faith that disclosure is necessary to identify, contact or bring legal action against someone who is infringing or misappropriating Ipsos’s legal rights, or injuring or interfering with the property of Ipsos or third parties (other individuals, organizations or businesses).

We may also disclose personally identifiable information when required to do so by law, or if there is a risk of injury to you, Ipsos or third parties (other individuals, organizations or businesses).

**LIMIT RETENTION**

If you decide at any time to opt-out of participating in Ipsos’s survey projects, please:

- e-mail your request to the opt-out address provided in your original survey invitation OR
- a written request to Online Survey Opt-Out, Ipsos, P.O. Box 12 567, Auckland, New Zealand 1642, and reference the survey name or number you were originally invited to.

We will then delete your e-mail address from future notifications.

**SECONDARY USAGE**

Whenever Ipsos requests personally identifiable information, we will state the reasons for doing so. Should Ipsos have a need to use personally identifiable information for another purpose than those stated here, we will request your permission before doing so.

**SECURITY**

Ipsos employs stringent security protocols to protect all facets of electronic and paper-based data collection, transmission, distribution and storage.

To protect information from unauthorized internal or external access, we:

- require a unique user ID to authenticate anyone submitting, reviewing or working with information in our databases;
- store members’ personally identifiable information on separate servers from survey response data;
- utilize firewalls to protect servers;
- maintain audit records of log-ins, file accesses and other security incidents; and
- employ a series of pass coded building security systems.

Our Chief Security Officer and staff review security protocols on a monthly basis. In the future, Ipsos will incorporate new technologies as they evolve to provide the highest level of protection at all times.

**COMPLIANCE AND ACCOUNTABILITY**

Access to all data collected by Ipsos is limited to the internal Chief Privacy Officer and those staff members designated by him/her who manage surveys or maintain the Ipsos web site.
Ipsos staff members receive training on this privacy policy and our general information practices. Each staff person who requires access to system data must sign a confidentiality agreement yearly, as contained in Ipsos’s human resources policy.

**CONTACT**
If you have any questions about this privacy policy, the practices of Ipsos and its online data collection Web site, including the use of children’s information, please contact:

Brendan Kerwick  
Chief Privacy Officer,  
Ipsos,  
P.O. Box 12 567,  
Auckland,  
New Zealand 1642.

+64 9 538 0557 work +64 9 535 9627 fax  
Brendan.kerwick@ipsos.com

**NOTE**
This policy is effective as of January 1, 2004. Ipsos reserves the right to change this privacy policy at any time.

Ipsos reserves the right to transfer survey respondents’ personally identifiable information to a buyer in connection with a sale of stock or assets, merger or any other transaction resulting in a change of control of Ipsos. Of course, that buyer will have to honour the promises of privacy that we have made to you. You will have an opportunity to opt-out of such a transfer prior to the sale, merger, or change in control of Ipsos. In addition, if we make any material changes in our privacy practices that do not affect user information already stored in our database, we will post a prominent notice on our web site notifying users of the change. In some cases where we post the notice we will also e-mail users, who have opted to receive communications from us, notifying them of the changes in our privacy practices.

If we are going to use your personally identifiable information in a manner different from that stated at the time of collection we will notify you via e-mail. You will have a choice as to whether or not we use your information in this different manner.