

## MeasureIT Privacy Policy

### **Will my MeasureIT survey answers be kept confidential?**

Yes. Privacy is very important to us. The data you provide will only be used to create your customized benchmark reports, and for Info~Tech Research Group's research purposes. Your data will not be sold to a third party. The complete privacy policy is spelled out below.

**If you would like more details about Info-Tech's privacy policy, please contact our privacy officer, Davin Juusola, at 1.888.670.8889 x2646.**

### **Info-Tech Privacy Policy**

This is the privacy policy of 3409945 Canada Limited, operating as The Info-Tech Research Group. ("Info-Tech"). This document explains Info-Tech's policies for the collection, use and disclosure of personal information.

#### **The Information we collect**

Info-Tech collects information by various methods including information actively provided by its lead providers, its customers, and information arising from customer surveys and general feedback.

The types of personal information we collect include name, contact information, identification information, and credit information. Credit card information is used for billing purposes only. We may record calls to or from our customer service representatives for purposes of accuracy, performance reviews, training and General quality assurance.

#### **How we use this information**

This information is used to provide our various products including customer service, accounting, billing, collections, and the marketing of other Info-Tech products.

Info-Tech may use aggregate or anonymous information, which will not be linked to identified individuals, for various other uses for itself and third parties. The identity of our corporate clients is not considered personal or confidential information, and we may disclose that information for promotion and marketing purposes.

Info-Tech users may have the option to participate in online discussion communities. Such communities are exclusive communities for certain Info-Tech subscribers and are accessible only by subscribers through their Info-Tech login name and password. Participation in the community is completely voluntary. By opting into the community, subscribers agree to share basic contact information (Name, Company, Address) with their peers in the community

#### **Who we share this information with**

Info-Tech does not share personal information with any third parties except as disclosed in this policy. Info-Tech may provide personal information to Info-Tech's consultants, subcontractors and professional advisers (which shall be bound by privacy obligations) to assist Info-Tech's uses disclosed herein.

#### **Security**

Personal information is stored in a combination of paper and electronic files. They are protected by security measures appropriate to the nature of the information.

#### **Accessing information**

Individuals may review their personal information contained in Info-Tech files by contacting the Info-Tech privacy officer. If an individual believes that any of their personal information is inaccurate, we will make appropriate corrections.

## **Cookies**

Cookies are used by Info-Tech for the convenience of our users. They are used to streamline access to the online subscriber service. Cookies automatically authenticate the user. A user can access Info-Tech products with the cookie feature turned off; however, in doing so they may find themselves challenged for username and password information on multiple occasions. Info-Tech also uses cookies to track user's visits and uses that information to improve the user's experience and track use of our products.

## **Links**

Info-Tech seeks out the best Web sources and resources for our advisory services. Many of our pages contain links to information at other Web sites. When you click on one of these links, you are moving to another web site. We encourage you to read the privacy statements of these linked sites as their privacy policy may differ from ours.

## **General**

Info-Tech may amend this policy from time to time. If such amendments affect how Info-Tech uses or discloses personal information already held by Info-Tech in a material way, Info-Tech will obtain consent.

Notwithstanding the general terms of this policy, the collection, use, and disclosure of personal information may be made outside of the terms herein to the extent provided for in any applicable privacy or other legislation in effect from time to time.

Info-Tech may disclose personal information to another entity purchasing (including for diligence purposes prior to purchase) the assets of Info-Tech, provided that entity abides by this or a similar privacy policy.

## **Contact us**

For more information on Info-Tech and privacy please contact our Privacy Officer at:

Davin Juusola

Toll-free: 1-888-670-8889 ext 2646

International: +1-519-432-3550