

CLIENT PRIVACY POLICY

L&E Research is committed to protecting the personal data we collect, store, and process for active and prospective marketing research clients. To prevent unauthorized access or disclosure, to maintain data accuracy, and to ensure the appropriate use of information, L&E Research uses a range of physical, technical, and administrative measures to safeguard your Personal Information.

COOKIES & OTHER TRACKING TECHNOLOGY

L&E Research and our analytics provider use standard internet technology such as cookies, and other navigational information to track visitor interactions with our website both on an aggregated and individual basis.

Users can control the use of cookies at the individual browser level. If you reject cookies, you may still use our website, but your ability to use some features or areas of our website may be restricted.

Our website, promotional emails, and newsletters include social media functionality buttons. These features may collect your IP address, which page you are visiting on our site, and may set a cookie to enable the feature to function. Social media features are hosted by a third party. Your interactions with these features are governed by the privacy policy of the social media company providing it.

HOW AND WHEN WE COLLECT PERSONAL INFORMATION

- » When you complete a form on our website or request a bid and we ask for your contact information.
- » When you give us your business card or meet with us at an industry conference.
- » When you confirm a project with us, we ask you to provide billing information.
- » We retain information and feedback collected in client satisfaction surveys.

LINKS TO OTHER WEBSITES

Our website includes links to other websites whose privacy practices may differ from our own. Any Personal Information you submit to those sites, is governed by their privacy policies. We recommend you read the privacy policy of any website you visit.

COMMUNICATION PREFERENCES

We invite our clients and contacts in Europe to consent or not consent to receiving marketing communications from L&E Research. Every marketing email contains information for users in any country on how to opt out of future marketing and non-transactional communications.

You may contact us to update or change your information. You may request access to your information or request for your information to be erased entirely. For your protection, we may only process such requests with respect to the particular email address that you use to send us your request. We may need to verify your identity before implementing your request. Information will be retained if needed for record keeping purposes and/or to complete any transactions that you began prior to requesting such access, change, or deletion.

CHANGES TO THIS POLICY

This policy was updated on May 25, 2018. We reserve the right to alter or amend this Privacy Policy at any time and without prior notice to you in order to reflect changes in our online information practices. In an effort to ensure that you receive notice of any changes to the Privacy Policy, we may include a notice on our website and/or send a notice to the e-mail address you provide.

HOW TO CONTACT US REGARDING YOUR PRIVACY

Please contact clientprivacy@leresearch.com to:

- » Change or update your Personal Information
- » Access the Personal Information we may hold about you
- » If you have reason to believe that the information we may hold about you is not secure
- » Request erasure of your Personal Information

You may also send written communication to: Client Database Administrator, L&E Research, 5505 Creedmoor Road, Suite 200, Raleigh, NC 27612