

PRIVACY POLICY

Off-line Data Management

Marketing Systems Group is in the business of providing statistical samples to Survey Research Organizations for the purposes of conducting surveys, opinion polls, social science and marketing research. Statistical Samples are generally comprised of scientifically selected lists of names, phone numbers, addresses, and/or other contact information. At times, information about individual / household characteristics, product usage, and demographics are used to select sample members belonging to certain groups. This information may be self-reported, obtained from sources in the public record, or modeled from other data. Marketing Systems Group respects and protects your privacy, and does not supply data to anyone except for reputable survey research firms.

Marketing Systems Group collects no information directly from individuals; rather, our business is to utilize available household and business data compiled by other companies and add value through the scientific selection of contacts for use as survey samples. Our clients are research firms that utilize these samples to collect information from survey participants. Other than supplying contact information to legitimate survey research firms, Marketing Systems Group conducts no other business that involves actions based on individual or household level data.

Industry standards as set forth by the Council of American Survey Research Organizations (CASRO), The World Association of Opinion and Marketing Research Professionals, (ESOMAR), and the Marketing Research Association (MRA) bind both Marketing Systems Group as well as our clients to strict privacy and ethical standards. Links to the Privacy Statements and codes of conduct for these organizations are shown below.

www.casro.org/privacy.cfm

www.casro.org/codeofstandards.cfm

www.mra-net.org/codes/data_collection_standards.pdf

ICC ESOMAR Code Guidelines

Marketing Systems Group provides sample lists to only Survey, Social Science, and Marketing Research firms, and specifically, not to Telemarketers.

Reputable Survey Research Firms:

- Will not try to sell you anything, or request any form of payment.
- Will not associate any sample selection information with you or your household, other than to assess your eligibility for the survey, or to summarize and report aggregate results.
- Will not associate any information gathered in the survey with you or your household, other than to summarize and report aggregate results.
- Will not forward your name, contact information, or other information about you to their ultimate client or to any other entity without your permission.
- Will provide you with a way to "opt-out" of the survey if you decide not to participate.

In addition, Marketing Systems Group complies with all federal, state, and local laws, pertinent industry guidelines, and restrictions enforced by various list compilers surrounding the special use and care of sensitive information, including, but not limited to:

- Children's Data (COPPA, others)
- Financial Information (GLB)
- Health Care Data (HIPA)
- Product Usage Information

Where appropriate and / or required by law, Marketing Systems Group requires its clients to execute data use agreements, provide survey documents for pre-approval, and take other steps as necessary to insure the confidential use of individual and household data.

On-line Survey Research

Marketing Systems Group also supplies contact information for companies who wish to contact potential survey respondents via the Internet. Marketing Systems Group supports and complies with CASRO guidelines surrounding the use of Internet contact information for the purposes of survey research:

The unique characteristics of Internet research require specific considerations regarding respondent privacy and data collection methodologies. The general principle of the Code as it applies to Internet research is that survey research organizations will not use unsolicited email to recruit respondents for surveys. Specifically, Research organizations are required to verify that individuals contacted for research by email have a reasonable expectation that they will receive email contact for research. Such agreement can be assumed when ALL of the following conditions exist.

- A substantive pre-existing relationship exists between the individuals contacted and the research organization, the client or the list owners contracting the research (the latter being so-identified)
- Individuals have a reasonable expectation, based on the pre-existing relationship, that they may be contacted for research
- Individuals are offered the choice to be removed from future email contact in each invitation; and
- The invitation list excludes all individuals who have previously taken the appropriate and timely steps to request the list owner to remove them.

Also according to the Code, research organizations are prohibited from using any subterfuge in obtaining email addresses of potential respondents, such as collecting email addresses from public domains, using technologies or techniques to collect email addresses without individuals' awareness, and collecting email addresses under the guise of some other activity. Research organizations are prohibited from using false or misleading return email addresses when recruiting respondents over the Internet. Further, when receiving email lists from clients or list owners, research organizations are required

to have the client or list provider verify that individuals listed have a reasonable expectation that they will receive email contact, as defined above.”

Our Web Site:

Modern information and communication technologies play a fundamental role in the activities of an organization like Marketing Systems Group.

We are based in USA.

Our principal activity is: Statistical Sampling for Survey Research Organizations Our privacy policy covers Marketing Systems Group and its Web site: **www.m-s-g.com**

Providing Visitors with Anonymous Access

You can access our Web site home page and browse our site without disclosing your personal data.

The services and links of our Web site

Our Web site may enable you to communicate with other visitors or to post information to be accessed by others. When you do so, other visitors may collect your data.

Our Web site does not include links to third party Web service providers.

Automatic Collection of Information

In some applications, we may automatically log individual/company data by means such as programming or we may link information automatically logged by such means with data about specific individuals / companies. We do so for the following purposes:

Technical Administration of the Web Site
Customer Administration

We may use cookies to store individual/company data or we link information stored in cookies with data about specific individuals / companies. We do so for the following purposes:

Technical Administration of the Web Site
Customer Administration

We do not collect or use personal data for any purpose other than that indicated above.

Data Collection and Purpose Specification

We do not collect any personal data from our visitors when they use our services. We do not collect information about our visitors from other sources, such as public records or bodies, or private organizations.

Children's Privacy

We do not knowingly collect personal data from children.

Disclosure and Visitor Choice

We do not disclose your data to our subsidiaries or other organizations.

If we were to disclose your data for purposes that are different from those indicated above, we would offer you the opportunity to consent to disclosure.

Confidentiality / Security

We give you the option of using a secure transmission method to send us the following types of data:

- Identifiers (such as credit card details, Web site password)

We have implemented security policies, rules and technical measures to protect the personal data that we have under our control from:

- Unauthorized access
- Improper use or disclosure
- Unauthorized modification
- Unlawful destruction or accidental loss

All our employees and data processors, who have access to, and are associated with the processing of your data, are obliged to respect the confidentiality of our visitors' information. We ensure that your data will not be disclosed to State institutions and authorities except if required by law or other regulation.

Access to the individual/company I data we may hold about you

You can ask us whether we are keeping data about you or your company by sending an email to (info@m-s-g.com).

Upon request, which you can indicate by Sending an email (info@m-s-g.com), we will provide you with a readable copy of the individual/company data which we keep, within a week. Although we may before require proof of your identity - we will provide the information without any charge.

We allow you to challenge the data that we hold about you and your company and, where appropriate, you may have the data:

- Erased
- Rectified or amended
- Completed

We do not reserve the right to refuse to provide you with a copy of your personal data.

If you have an inquiry or concern about our privacy policy, please contact us.

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Fort Washington, PA 19034

800.336.7674 phone
215.653.7115 fax
info@m-s-g.com