



Data Privacy Statement version 1.0.0

Status: Working Draft Approved Adopted
Document Owner: SERVICE 800 Leadership Team
Last Review Date: February 22nd, 2018

Data Privacy

Notice: SERVICE 800 is highly-sensitive to data security and, therefore, does not accept contact details containing patient (medical) information, banking/financial/credit card details, social security or other confidential details. SERVICE 800 collects survey feedback, and other market research related data, regarding individuals' usage of products and/or services.

EU - U.S. and Swiss - U.S. Privacy Shield Framework

SERVICE 800 complies with the EU-U.S. Privacy Shield Framework and the Swiss-U.S. Privacy Shield Framework as set forth by the U.S. Department of Commerce regarding the collection, use, and retention of personal information transferred from the European Union and Switzerland to the United States, respectively. SERVICE 800 has certified to the Department of Commerce that it adheres to the Privacy Shield Principles. If there is any conflict between the terms in this privacy policy and the Privacy Shield Principles, the Privacy Shield Principles shall govern.

To learn more about the Privacy Shield program, and to view our certification, please visit <https://www.privacyshield.gov/>

To contact SERVICE 800 regarding this privacy policy or submit a complaint regarding the collection or use of your personal information, you may email cs@service800.com.

Protection of Personally-Identifiable Information

SERVICE 800 is not in the business of selling or renting personally identifiable information gathered on its website or during the process of collecting customer experience measurements for our clients. SERVICE 800 shares information with our clients, only as described in this policy or as described at the time information is collected. For example, SERVICE 800 may, at the request of a client, ask you for your email address or phone number so they may follow up with you regarding your responses to a survey to provide further assistance. The provision of such information is voluntary, and at all times participation in a survey is, of course, voluntary.



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Voluntary Participation

Individuals may choose not to participate in SERVICE 800's research and are under no obligation to take surveys sent to them or participate in phone interviews. An opt-out choice is included in all communications to individuals where required, and those who exercise it will be added to SERVICE 800's opt-out list for the relevant client within ten (10) business days of unsubscribing. For each client, SERVICE 800 does not send survey invitations to any e-mail address or call a phone number on the applicable opt-out list. SERVICE 800 also provides its opt-out lists on a timely basis to its clients and third-party agents so that they may properly update their records.

Individuals may also elect to opt out at any time from receiving email from SERVICE 800 regarding SERVICE 800's products and services. An opt-out choice will be added to SERVICE 800's opt-out list for communications about products and services within ten (10) business days of unsubscribing.

Individuals who wish to reverse an earlier unsubscribe option may contact SERVICE 800's Privacy Contact (see contact information below) to change their opt-out status.

Information SERVICE 800 Collects

SERVICE 800 collects customer experience feedback and other survey data about individuals' usage of products and services. The data is used by SERVICE 800 clients to improve their products and service delivery.

SERVICE 800 does not receive, use or collect personally identifiable information, such as names, addresses, phone numbers and e-mail addresses, except under the following circumstances:

- A) When collecting data from survey respondents on behalf of our clients, SERVICE 800 does not collect sensitive personally identifiable information such as: credit card numbers, social security numbers, political opinions, religious or philosophical beliefs, or trade union membership. SERVICE 800 does collect demographic information for statistical purposes. Responses to demographic questions are entirely voluntary.
- B) When SERVICE 800 surveys contacts on behalf of its clients, it receives contacts' personally identifiable information from its clients. SERVICE 800 enters confidentiality and non-disclosure agreements with clients that legally obligate SERVICE 800 to protect the personally identifiable contact information it receives and use it only for the purposes specified in the contract. From time to time SERVICE 800 may collect personally identifiable information during a survey, if requested to do so by a client. This personally identifiable information will be shared with the client, and will be used as described in that survey.



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- C) SERVICE 800 may, with the written consent of its clients, ask questions of contacts for whom it has received personally identifiable information, and bundle and sell those responses in an aggregate form (e.g. industry benchmarks). Before providing any survey results to third parties, responses are stripped of personally identifying or client-identifying information, aggregated, and adjusted using SERVICE 800's proprietary methodologies.

- D) When an existing or prospective client goes to [www.SERVICE 800.com](http://www.SERVICE800.com) to request a demonstration of a SERVICE 800 product, he or she must provide contact details including person-specific information (name, title, phone number and e-mail address) and organization-specific information (name and address). SERVICE 800 uses this information solely for the purpose of contacting the interested party and scheduling demonstrations and providing information about SERVICE 800 products and services.

- E) When SERVICE 800 interviews/surveys respondents on its own behalf, it typically does not collect or have any other access to personally identifying information. If SERVICE 800 does request personally identifiable information during a survey, it will use the personally identifiable information as described in that survey. When SERVICE 800 provides resulting proprietary research to third parties, it sometimes reveals individual responses, but these do not contain any personally identifying information.

- F) SERVICE 800 and its service providers use cookies primarily to identify returning users from the same computer and ensure the integrity of its research. As part of its basic uses of Internet technology to provide surveys, SERVICE 800 also collects technical information such as: respondent IP address; the date and time at which respondents' access SERVICE 800's website and respondent HTTP request headers.

Registration information for SERVICE 800 Client Conference and Events

You may be asked to provide personal information about yourself and/or other people, such as their name and email address. This information is only used for the sole purpose of completing your request or for whatever reason it may have been provided and is completely voluntary.

Location-based Services

Some of the surveys SERVICE 800 provides on behalf of its clients ask the clients' contacts to provide their location data, including the real-time geographic location of the contact's device. This data will only be collected with the contact's consent. The location based-data allows SERVICE 800 to provide surveys that related to a client's specific business location. All such information will be shared only with the client on whose behalf dealt with in accordance with the terms of this Privacy Policy.



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Cookies - Website

As is true of most web sites, we gather certain information automatically and store it in log files. This information may include internet protocol (IP) addresses, browser type, internet service provider (ISP), referring/exit pages, operating system, date/time stamp, and/or clickstream data.

To improve our services offered, marketing, analytics, or site functionality, we may combine this automatically collected log information with other information we collect about you.

Technologies such as: cookies, beacons, tags and scripts are used by SERVICE 800 and our partners (e.g. marketing partners), affiliates, or analytics or service providers. These technologies are used in analyzing trends, administering the site, or tracking users' movements around the site. We may receive reports based on the use of these technologies by these companies on an individual as well as aggregated basis.

We use cookies to enhance the user's experience on our website, for example to complete forms, identify returning users and offer related content. Users can control the use of cookies at the individual browser level. If you reject cookies, you may still use our site, but your ability to use some features or areas of our site may be limited.

We use Local Storage Objects (LSOs), such as HTML5, to store content information and preferences. Third parties with whom we partner to provide certain features on our site or to display advertising based upon your Web browsing activity use LSOs such as HTML 5 or Flash to collect and store information. Various browsers may offer their own management tools for removing HTML5 LSOs.

We partner with a third party to manage our advertising on other sites. Our third-party partner may use technologies such as cookies to gather information about your activities on this site and other sites to provide you advertising based upon your browsing activities and interests. If you wish to not have this information used for the purpose of serving you internet-based ads, you may opt-out by emailing SERVICE 800 at cso@service800.com. Please note this does not opt you out of being served ads. You will continue to receive generic ads.

Cookies – Survey and Reporting Application

SERVICE 800 and its service providers use cookies primarily to identify returning users from the same computer and ensure the integrity of its research. As part of its basic uses of Internet technology to provide surveys, SERVICE 800 also collects technical information such as: respondent IP address; the date and time at which respondents access SERVICE 800's website and respondent HTTP request headers. SERVICE 800 also uses third-party analytical cookies for tracking web traffic and usage.



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Access

Data Retention

SERVICE 800 retains information for as long as needed to provide our clients with services. If you wish to request that we no longer use your information, contact us at the contact information listed below, and we will coordinate with the SERVICE 800 client for which the data was collected. We will retain and use your information as necessary to comply with our legal obligations, resolve disputes, and enforce our agreements.

SERVICE 800 acknowledges the right of an individual to access the personal data we hold about you and the right to correct any mistakes or delete inaccurate information, in certain circumstances. To exercise these rights, or to request that we not contact you by email, telephone, or direct mail, please contact SERVICE 800 at the address listed below.

To contact SERVICE 800 regarding the retention policy, you may email cs@service800.com.

Complaint Resolution

In compliance with the EU-US and Swiss-US Privacy Shield Principles, SERVICE 800 commits to resolve complaints about your privacy and our collection or use of your personal information. European Union or Swiss individuals with inquiries or complaints regarding this privacy policy should first contact SERVICE 800 at: cs@service800.com.

SERVICE 800 has further committed to refer unresolved privacy complaints under the Privacy Shield Principles to an independent dispute resolution mechanism, the BBB EU PRIVACY SHIELD, operated by the Council of Better Business Bureaus. If you do not receive timely acknowledgment of your complaint, or if your complaint is not satisfactorily addressed, please visit <http://www.bbb.org/EU-privacy-shield/for-eu-consumers> for more information and to file a complaint. The Services of BBB EU Privacy Shield are provided at no cost to you.

If your complaint is not resolved by these actions, in limited situations, a binding arbitration option may be available before a Privacy Shield Panel.

The Federal Trade Commission has jurisdiction over SERVICE 800's compliance with the Privacy Shield.



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Third-party Partners

From time to time, SERVICE 800 may contract third party customer experience measurement collection agencies necessary for its research operations. In those cases, all personal identifiable information supplied by a SERVICE 800 client is hosted and secured by SERVICE 800 systems. Contracted third party customer experience measurement agencies utilize the same secure connection to perform phone calls as used by employed SERVICE 800 Customer Representatives (callers). For example, a contracted customer experience agency may be used if a SERVICE 800 client has a need to provide coverage of a language outside/not yet provided by SERVICE 800. SERVICE 800 requires such third parties to maintain confidentiality of such data.

Security

SERVICE 800 takes the security of our customers' data seriously. A copy of our security policy is available upon request by email to cso@service800.com.

Legal Disclaimer

When requested by legal authorities to disclose personally identifiable information, SERVICE 800 will inform the court of various factors justifying confidentiality and respondent anonymity. However, SERVICE 800 may be required by law to disclose personally identifiable information where judicial or other governmental subpoenas, warrants, or orders are properly issued or if the SERVICE 800 reasonably believes that use or disclosure is necessary to protect its rights. Individuals' unsubscribe option in no way limits SERVICE 800's use, disclosure or distribution of personally-identifiable information to the extent such use, disclosure or distribution is required by law, court order or other valid legal process. SERVICE 800 will communicate with the affected client as soon as possible, unless prohibited by law or court order.

SERVICE 800 reserves the right to share your Information to respond to truly authorized information requests of governmental authorities or where required by law. SERVICE 800 reserves the right to use or disclose personal information provided to SERVICE 800 in response to a lawful request by public authorities, including to meet national security or law enforcement requirements, or if SERVICE 800 reasonably believes that use or disclosure is necessary to protect SERVICE 800's rights and/or to comply with a judicial proceeding, court order, or legal process. In exceptionally rare circumstances where national, state, or company security is at issue, SERVICE 800 reserves the right to share our entire database of visitors and clients with appropriate government authorities.

In cases where an EU or Swiss individual's data is transferred onward to third parties pursuant to the Privacy Shield, SERVICE 800 may be potentially liable.



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If SERVICE 800 is involved in a merger, acquisition, or sale of all or a portion of its assets, SERVICE 800 may transfer your data. In such a circumstance, you will be notified via email and/or a prominent notice on our Web site of any change in ownership or uses of your personally identifiable information, as well as any choices you may have regarding your personally identifiable information.

Social Media Features and Widgets

Our Web site and some surveys include Social Media Features, such as the Facebook Like button and Widgets, such as the Share this button or interactive mini-programs that run on our site. 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 properly. Social Media Features and Widgets are either hosted by a third party or hosted directly on our Site. Your interactions with these Features are governed by the privacy policy of the company providing it.

Testimonials

We display personal testimonials of satisfied contacts on our site in addition to other endorsements. With your consent, we may post your testimonial along with your name. If you wish to update or delete your testimonial, you can contact us at cso@SERVICE800.com.

Blogs

Our Web site offers publicly accessible blogs or community forums. You should be aware that any information you provide in these areas may be read, collected, and used by others who access them. To request removal of your personally identifiable information from our blog or community forum, contact us at cso@SERVICE800.com.



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Children's Privacy

SERVICE 800 does not knowingly collect personally identifiable information from any individual under the age of 13.

Notification of Changes

If we decide to change our privacy policy, we will post these changes to the SERVICE 800 website. All changes will be posted to this privacy policy, the homepage, and other places we deem appropriate so that you are aware of what information we collect, how we use it, and under what circumstances, if any, we disclose it. The date of last revision will be shown on the website.

We reserve the right to modify this privacy policy at any time, so please review it frequently. If we make material changes to this policy, we will notify you here, by e-mail, or by means of a notice on our home page prior to the change becoming effective.

Revision History

Date	Version	Description
December 12 th , 2017	20171212	Original
February 23 rd , 2018	20180223	Swiss-US additional language