



## *Customer Experience Management*

### **Our Commitment to Privacy**

Questar is committed to preserving the privacy of those who complete our surveys.

This is the privacy policy for online survey participants.

The following are the basic principles by which we conduct our Internet research business:

1. We collect various pieces of information about your browser and its configuration (for example, the IP address) in order to diagnose potential problems with our servers and systems, analyze our site traffic and assist in creating a more user-friendly, better-performing Web site.
2. All of the information collected in our surveys will only be used for research purposes.
3. We will never sell or provide anyone's name or other contact information to a mailing list or other third party. We will also never try to sell you anything.
4. Our online surveys sometimes ask for contact information (such as an email address). This information will only be used in order to contact our prize winners, or if you have indicated that we may re-contact you for other purposes (for example, if you indicate in the survey that you wish to join a research panel). We also use this information internally, at times, to ensure we have not duplicated data collection during a survey.
5. For all other purposes, we use only aggregate data or data from which we have stripped all personally identifiable or sensitive information.
6. We take all reasonable steps to protect the security and integrity of the information that respondents provide.
7. Respondents have the right to check the personal data that has been collected and to correct inaccurate personal information for any active survey.
8. People under the age of 14 are not eligible for our surveys without prior parental permission.

### **Cookies**

Our online surveys often require us to associate short pieces of text, commonly referred to as "cookies," with users' Web browsers. A cookie allows us to recognize a web browser, but does not give any personal identifying information about the user.

### **Why We Use Cookies**

Questar sets different types of information using cookies. Our most common use is to avoid inviting someone using the same Web browser to take the same survey twice.

### **If Your Cookies Are Turned Off**

If your cookies are turned off, we are unable to recognize whether or not you have been previously offered a survey, and may inadvertently offer you the same survey in the future.

Questar is a member of CASRO (Council of American Survey Research Organizations) and abides by this organization's code of conduct for online research.