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## PRIVACY AND SECURITY POLICY

ath Power Consulting is a professional market research and consulting firm. We are committed to maintaining the privacy of our website users, clients, employees, field representatives and shoppers. Please read the following Privacy Policy to understand how your Personal Information will be treated.

### **How we Collect Information**

Users are not required to enter any of their information to use the public areas of our site. However, ath Power Consulting may collect certain information that you voluntarily provide on this website when you (a) register for use of this website or for Newsletters or subscriptions; (b) purchase certain products (such as reports); (c) register for webinars; (d) use the "contact us" pages or any other area where you may send e-mails, request brochures, request information about our products and services, or respond to promotions; or (e) participate in research projects. We may also collect information from users seeking employment opportunities.

In addition, ath Power Consulting gathers some general consumer information about our shoppers and field representatives.

### **What Information is Collected**

The types of information that may be collected include: name, address, e-mail address, telephone number, social security number, fax number, credit card information, billing information, and information about your interests in and use of various products, programs, and services.

We define "Personal Information" as: an individual's first name and last name or first initial and last name in combination with one or more of the following: (a) Social Security number, (b) driver's license number or state ID number, (c) financial account number or credit or debit card number, or (d) e-mail address, work address, home address, or phone number.

We define "Non-Personally Identifiable Information" as: information, which by itself, does not identify an individual (for example, birth date, age, gender, zip code, area code, state of residence, city of residence, likes & dislikes, and aggregated data).

### **How We Use Information**

Your Personal Information will be used by ath Power Consulting for the purposes for which it was provided by you, for example, to process your order for our products or services and for verification purposes.

ath Power Consulting may also use Personal Information and Non-Personally Identifiable Information for (a) statistical analysis, and (b) to inform you of products and/or services, which may be of interest to you (for example, opportunities that correspond to future market research projects and mystery shop studies or programs or services).

ath Power Consulting does not sell lists, accept advertising, or generate any third-party revenue from the data that is generated from this website.

ath Power Consulting may disclose certain Personal Information to third parties who perform services on our behalf and have a need to access the data in connection with those services.

We may use third-party advertising companies to help tailor website content to users or to serve ads on our behalf. These companies may employ cookies and web beacons to measure advertising effectiveness (such as which web pages are visited or what products are purchased and in what amount). Any information that these third parties collect via cookies and web beacons is not linked to any Personal Information collected by us.

ath Power Consulting regularly analyzes data pertaining to visitor trends, research consumption, and research grading in order to improve our research, plan site enhancements, and measure overall website effectiveness. We consider this data to be Non-Personally Identifiable Information and to be our own confidential information.

### **Disclosure of Personal Information**

ath Power Consulting may disclose your Personal Information to affiliates or unaffiliated third parties if we believe in good faith that such disclosure is necessary: (a) to comply with the law or in response to a subpoena, court order, government request, or other legal process; (b) to protect the interests, rights, safety, or property of ath Power Consulting or others; (c) to enforce any terms of service on this website; (d) to provide you with the services or products requested by you, and to perform other activities related to such services and products, including billing and collection; (e) to provide you with information, special offers, or promotions from ath Power Consulting to which you consented; or (f) to operate ath Power Consulting's systems properly. ath Power Consulting makes reasonable efforts to limit its designated service providers' disclosure of your Personal Information in the same manner as set forth in this paragraph.

ath Power Consulting may also share your Personal Information with a sponsor or other third party that helps us in serving you ("Third-Party Providers"). You may instruct ath Power Consulting at any time not to share your personal information with such Third-Party Providers by contacting us at [info@athpower.com](mailto:info@athpower.com). Please note that this opt-out process may take up to thirty (30) days to complete.

### **Opting Out**

You may receive periodic promotional e-mails and special offers from ath Power Consulting. You may unsubscribe to these e-mails at any time.

You are able to opt-out of all ath Power Consulting e-mails upon e-mail delivery and any time thereafter by following the "opt-out" instructions located at the bottom of each e-mail . Note that once you opt-out of ath

Power Consulting e-mails, you will no longer receive report alerts, newsletters, or any updated information regarding your purchase. If you need any assistance in this matter, please contact us through the information on our “contact us” website page and we will be happy to assist you.

### **ath Power Consulting Mystery Shoppers and Field Representatives**

We consider your Personal Information you provide to us as confidential. We do not release Personal Information about our any of our field representatives or mystery shoppers nor do we send unsolicited commercial e-mails.

We sometimes use Personal Information to communicate with you, such as to notify you about changes to our subscriber agreements, to fulfill a request by you for an online inquiry, or to contact you about your account with us. Personal Information will also be used to facilitate or fulfill work that you may be asked to perform for us, have registered to do with us, or have already completed.

### **Security Policy**

We have established reasonable physical, electronic, and managerial procedures to (a) safeguard Personal Information against loss, theft, unauthorized use, disclosure, or modification; and (b) ensure the integrity of Personal Information. To help us protect your privacy, you should maintain the secrecy of the logon ID and password you may have set up in connection with your participation in this website's service. We use AES 256-bit SSL encryption throughout the secure portions of our site, including the e-Commerce pages, which are protected using GeoTrust SSL. Additionally, our shopping cart is set up to NOT STORE any credit card information in our database.

Although we take reasonable measures to safeguard against unauthorized disclosures of Personal Information, we cannot guarantee that Personal Information that we collect will never be disclosed in a manner that is inconsistent with this Privacy Policy.

ath Power Consulting is not responsible for any unforeseen security threats or unsecured transmissions as no data transmission or website usage can have a 100% secure guarantee. Any use on our website or submitted information is done at your own risk. ath Power Consulting is not held accountable or responsible for any unauthorized access or Internet security activity. Likewise, we are not responsible for the content, privacy, or security of any third-party link on site as they are operated independently and are provided as additional resources for the convenience of our Users. Visitors should consult the other websites' privacy policies, as we have no control over information that is submitted to, or collected by, third parties.

You understand and agree that you are entering your Personal Information aware of and willing to accept risks associated with the provision of that information including but not limited to unauthorized or unintended disclosure of that information, and that you release and hold harmless, ath Power Consulting, their officers, agents, employees, attorneys, managers and those acting on their behalf of and from all debts, demands, actions, cause of actions, suits, damages, and any and all claims, demands and liability whatsoever of any nature both in law and equity against each other which either party now has or has ever had to this date, including but not limited to, any claims arising in connection with the use or disclosure of your personal information by any third party not under the direct control of ath Power Consulting.

The user agrees not to act in any way that would compromise the security, accuracy, or validity of this website. ath Power Consulting has the right to terminate a user's access if any policy is violated or the security of the website is compromised in any way.

Our server is owned and operated in the United States. Any information submitted outside of the U.S. will be transferred to the U.S. If you use our website (participating in any way and/or providing any information), you are aware of this and consent.

### **Policies for Individuals Under 13**

Special Note To Parents: We feel strongly about protecting the privacy of children. We encourage children to involve their parents in any interactive activity they participate in online. We will not knowingly collect or use any Personal Information from children we know to be under the age of 13 without obtaining express parental consent.

### **Illegal Use**

Using ath Power Consulting Corporation's website to transmit any material (by e-mail, instant messaging, posting or otherwise) that, intentionally or unintentionally, violates any applicable local, state, national, international law, or any rules or regulations is hereby prohibited.

### **Associations**

ath Power Consulting Corporation is a member of the American Banking Association (ABA), the Marketing Research Association (MRA) and the Mystery Shop Providers Association (MSPA). ath Power abides by the professional standards of these organizations and is in conformance with the Council of American Survey Research Organizations' (CASRO) Code of Standards and Ethics for Survey Research.

### **Cookies**

Our website may collect information through a variety of technical methods, including cookies and Web beacons. A cookie is a text file stored on a user's hard drive that a website sends to your computer while you are viewing the website. It contains no Personal Information. Web beacons are small pieces of data that are embedded in images on the pages of websites. cookies, web beacons and other technical methods may involve the transmission of information either directly to us or to another party authorized by us to collect information on our behalf. cookies are not used to retrieve any Personal Information from the user's computer. The cookies we use are Session cookies; they are a session ID to identify that the user has validated and is logged in. They are not stored by us after you "log out."

We may use the information collected through these technical methods for many purposes, including delivering content, tracking and enhancing individuals' experience on our website. For example, when you return to our website after logging in, cookies provide information to the site so that the site will remember who you are. We also may use technical methods to analyze the traffic patterns on our websites, such as the frequency with which our users visit various parts of our website, and third party websites, such as the frequency with which our users visit other websites.

### **Accessing and Updating Your Personal Information**

To access, review, rectify, or delete Personal Information collected about you via this website, please contact us at [info@athpower.com](mailto:info@athpower.com). All requests must include the following information: first name, last name, and e-mail address. While ath Power Consulting will make reasonable efforts to accommodate your request, we also reserve the right to impose certain restrictions and requirements on such access requests, if allowed or required by applicable laws.

### **Links to Third-Party Websites**

ath Power Consulting may provide links to third-party websites. Since we do not control third-party sites and are not responsible for any Personal Information you may provide while on such websites, we encourage you to read the privacy policies on those websites before providing any of your Personal Information on such websites. ath Power Consulting is not responsible for the privacy of information you may submit to a linked website.

### **Questions Regarding This Privacy Policy**

If you have questions regarding this Privacy Policy, please contact us at [info@athpower.com](mailto:info@athpower.com) or 9 Bartlet Street, Andover, MA 01810.

### **Modifications To This Privacy Policy**

ath Power Consulting reserves the right to change this Privacy Policy at any time by posting revisions on this website. Such changes will be effective upon posting.

Last Updated: May 26, 2011.