



We are committed to earning your trust

Cheskin Privacy Policy

Cheskin strives to be a leader when it comes to issues of trust, both online and off. A significant part of our value to clients is derived from the insights we develop through interviewing and observing consumers. In addition, we build our business by developing meaningful relationships with clients which often require access to their proprietary information. We hold the principals of Trust and Privacy in high regard and treat all information we collect and manage with respect. The following policy outlines our privacy practices.

Respondent confidentiality

In the course of its research and consulting work, Cheskin collects a variety of information from respondents. Cheskin does not reveal to third parties--including clients and members of the public--the identity of individual respondents nor respondent-identifiable information, unless the respondent expressly requests or permits such disclosure. With regard to respondents who are minors, Cheskin abides by all COPA guidelines.

Client confidentiality

Cheskin maintains the relationships we have with our clients in a manner that fosters confidence and mutual respect. All client interactions are characterized by honesty and confidentiality. Cheskin holds confidential all information that we obtain about a client's general business operations, and about matters connected with projects in which we are engaged. Cheskin maintains a strict Firewall Policy to ensure that a client's proprietary information is not put at risk. A copy of this policy will be furnished at a client's request.

Sharing and publicizing information

Cheskin will not publicly release or reveal the results of any client's study without the expressed prior approval of the client. Cheskin will often summarize the essence of an engagement and use this for marketing purposes, such as posting brief case studies on our web site. In such instances, we will guard the anonymity of the client unless prior approval has been obtained from the client.

Information collection on cheskin.com

Although we currently do not ask for any personal information in order to access information on our website, Cheskin may wish to add this feature in the future so that we may better serve visitors. Cheskin is the sole owner of the information collected on www.cheskin.com. We will

not sell, share, or rent this information to others in ways different from what is disclosed in this statement.

Log Files

We use IP addresses to analyze web traffic and administer our site. IP addresses are not linked to personally identifiable information.

Links

This web site contains links to other sites. Please be aware that Cheskin is not responsible for the privacy practices of such other sites. We encourage you to be aware when you leave our site and to read the privacy statements of each and every web site that collects personally identifiable information. This privacy statement applies solely to information collected by www.cheskin.com.

Security

Cheskin takes every precaution to protect your information. When you submit sensitive information via our website, your information is protected both online and off-line. All of your information, not just the sensitive information mentioned above, is handled with consideration and respect. If you have any questions about the security at our website, you can send an email to webmaster@cheskin.com.

Correction/Updating Personal Information

If your personally identifiable information changes (such as your zip code), or if you no longer desire information from us, we will endeavor to provide a way to correct, update or remove your personal data provided to us. This can be done by emailing info@cheskin.com

Choice/Opt-out

If you no longer wish to receive company news or updates you may opt-out of receiving these communications by replying to unsubscribe in the subject line in the email or email us at info@cheskin.com.

Notification of Changes

We reserve the right to update or change our privacy policy at any time. If at any point we decide to use personally identifiable information in a manner different from that stated at the time it was collected, we will notify you by way of an email. You will have a choice as to whether or not we use your information in this different manner. We will use information in accordance with the privacy policy under which the information was collected.