

## **Root & Associates Dealer Executive Panel Privacy Policy**

**Last Update:** October 28, 2016

**Root & Associates is committed to safeguarding your privacy online.**

By participating in the Root & Associates Dealer Executive Panel, you specifically agree that Root and Associates may transfer to and store your personal information in the USA and to such third party service providers wherever they might locate their servers.

### **Our Privacy Pledge**

*When you participate as a panel member, we want you to be aware of our privacy practices:*

- Except as described in this privacy policy, we will not make any personal identifying information of our panel members available to anyone without your knowledge (as described in this policy), except in the rare instances required by law. This includes your name, title, dealership address, phone number, and email address.
- We will never try to sell you anything - that is not our business. We will never sell your name to anyone else who might want to use your name to directly sell you anything.
- Occasionally, we may contact you to validate responses. We will never misrepresent ourselves or what we are doing.
- Your individual responses to surveys will also be kept confidential and will never be linked to your personal identifying information.
- Your decisions about participating in a study, responding to specific questions, or discontinuing participation will be respected without question.

### **How Information Is Used:**

*The Information We Collect and How We Use It*

When you register as a panel member, we collect the following personal identifying information: name, title, dealership address, phone number, and email address.

We use your name and email address to let you know about opportunities to take surveys and to provide new updates about Root & Associates Dealer Executive Panel that may be of interest to our panelists. Generally, panel members are notified about an opportunity to take a survey 4 to 6 times a year.

We use your email to send compensation, usually in the form of a gift card to a major retailer for participating in our surveys. We do this by providing your email to our incentive fulfillment partner so they can facilitate fulfillment. Occasionally, we may ask our interactive panel members if they would be willing to take certain special paper and

pencil surveys. We ask your permission prior to mailing such surveys as well as providing information about the benefits of taking such a survey.

We also call panel members in response to their request for a return call to answer a question or address any concerns. On rare occasions, we call panelists to validate survey responses. Most interactive panel members are never contacted via phone.

Root & Associates may ask panel members for additional information including demographics (e.g., age, gender, income, etc.) and informational about your dealership such as software and digital advertising products you use to run the business. Root & Associates uses this information to select surveys that are appropriate for the panel member.

Root & Associates asks panel members for their opinions about a variety of products and services by asking them to complete surveys via email, via the phone or at a Root & Associates research website. Usually, Root & Associates combines the individual panelist responses and reports on the aggregated (or group) results. Individual level responses are occasionally used, but in general not associated with any personal identifying information without your explicit consent.

Root & Associates may occasionally ask for personal identifying information as part of a specific survey or in person or phone based interview. In these cases, we will provide an explanation in the survey introduction to allow panel members to make an informed decision about participation. As with any survey, members can decline to participate or stop at any time during the survey/ interview process. Like all other information we collect, any personal identifying information collected for a specific survey will be used for research purposes only.

We may share some of your profile data with third party service providers to provide limited services on our behalf such as producing research analysis and services as described below:

– *Service Providers:* We may use third party service providers to help us process the data that you provide. From time to time, we may add or remove third party service providers in the normal course of business. Third party service providers are not authorized to retain your personal identifying information for their own or independent use and they may not retain your personal identifying information for any longer than required to perform the mentioned service.

Root & Associates also automatically collects information via log files to administer the site and to aid in technical problem solving. Log file information collected is IP address, time a page was viewed, name of pages viewed within the Root & Associates site during the specific visit, browser type, URL parameters, and cookies that were set by the Root & Associates research website at the time of the visit. Log files may also include information indicating where a visitor came from. This information is used only to administer the site and to identify and resolve any technical problems related to the

site's operation.

Panel member information such as names, dealership/dealer group name addresses, email addresses and phone numbers are accessible only by Root & Associates staff. As with any online endeavor, absolute security of information transmitted through channels (communication networks, hardware, software) not directly operated or controlled by us cannot be guaranteed.

In the event we or our affiliates experience a merger, acquisition, sale or other transaction pursuant to which this website is acquired by a third party or another affiliate, your personal identifying information may be disclosed to the third party or affiliate both before and after the transaction, for the sole purpose of facilitating and effecting that transaction. In the event a transaction is consummated, you will be notified of the transaction via email and/or through a notice on our website, and custody of your personal identifying information will be transferred subject to all the terms and restrictions in this privacy policy.

### **Updating Your Personal Information:**

*Policies on Correcting/Updating Personal Identifying Information*

To make changes to your profile and identifying information including email address, panel members are asked to contact Root & Associates via [members@root.associates](mailto:members@root.associates).

### **Opt-Out Policy:**

*Your Decision Not To Participate*

Panel members may decline to respond to a survey or interview or opt to drop Dealer Executive Panel membership at any time. Panelists who prefer not to complete a given survey need not do so.

Panelists who would like to withdraw their membership from the panel may do so at any time by emailing [members@root.associates](mailto:members@root.associates).

Upon receipt of the drop request, Root & Associates may ask you to complete brief survey about the reason(s) for discontinuing membership. This survey is optional and does not involve any additional email; any results will help us improve panel members' experience. Thereafter, Root & Associates will stop sending survey notifications.

### **Use of Cookies:**

*How We Use Cookies and Other Technologies on Our Website*

Root & Associates uses cookies on our panel registration and survey forms during the time you are actively completing the forms. These cookies (which may be flash-based cookies or local shared objects) are used solely for technical purposes to allow for accurate transmission of survey information to the Root & Associates database and to ensure that a member does not take the same survey more than once. For longer surveys, we use cookies to make form completion more convenient for the panelist.

They allow for completion of the form in more than one sitting; you take up where you left off rather than starting from the beginning again.

### **Notification Of Changes:**

#### *How We Notify You About Changes to Our Privacy Policy*

If we are going to use your personal identifying information in a manner different from that stated in our privacy policy at the time of collection, we will notify you via email. You will have a choice as to whether or not we use your information in this different manner; instructions for how to make that choice will be included in the email. If we make any material changes to our privacy practices that do not affect user information already stored in our database, we will post a prominent notice on our website notifying our members that there is a change and pointing them to the revised privacy page.

### **Privacy Policies Used In 3<sup>rd</sup> Party Surveys**

We may conduct studies with partner companies on the partner's website, which may operate under a different privacy policy. Like all our other studies, participation in these studies is completely voluntary and informed. We notify select members about these research opportunities and provide a complete description of what is involved and any member benefits. In all these cases, we will explicitly state if the privacy policy in operation for the study is the Root & Associates privacy policy or a different policy. As necessary, we will provide a link to the partner's privacy policy or to the policy pertaining to the particular study. This information will be available at the beginning of the survey and consent will be asked from panel members.

### **How to Reach Us:**

#### *How to Contact Us About Your Privacy Concerns*

Questions regarding this statement should be directed to the Root & Associates at

- via email – [members@root.associates](mailto:members@root.associates)
- via regular mail directed to:

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