

Market Research Privacy Policy

TideWatch Partners, llc ("TideWatch") is a market research firm that is committed to maintaining the privacy and security of personal information. TideWatch adheres to the mandated Market Research Association ("MRA") code of Standards and Ethics for Survey Research. This code includes requirements for protection of personal information and respondent identifiable information. A copy of this code can be found at <http://www.mra-net.org/>

All participant responses will be kept strictly confidential and only reported in the aggregate—that is, information about groups and not individuals—unless otherwise evident within the survey. If we indicate that personal information may be included in the research findings, we ensure that the information is treated with the strictest of confidence. We will not mislead a participant regarding the nature of the research or how the information will be used. For more information, please see the following section below entitled, "Disclosure of Personal Information".

Personal information will not be sold or traded to any other individual or company without the prior consent of the individual providing the information. We do not conduct sales or direct marketing, nor do we provide personal information to be used for direct contact sales or marketing purposes. For additional information on our company, please visit our website at www.tidewatch.com.

Disclosure of Personal Information

TideWatch limits the personal identifiable information shared with clients to that which is essential to the research project. Unless necessary for pre-research project assignments or validation, last names, phone numbers and addresses are not shared with clients or any other third party.

Personal information may be disclosed only when the survey instrument clearly states that the information will be disclosed, or when a participant makes a request during the survey that can only be fulfilled by disclosing information from the survey.

TideWatch reserves the right to disclose personally identifiable information as may be required by law or court order; notice may not be required.

In the event of a sale, merger, liquidation, dissolution, reorganization or acquisition of TideWatch, any acquiring party will be required to comply with all of the material terms of this Privacy Policy before we transfer any information to such company.

Email Addresses and Other Communication

TideWatch may have personal email addresses and phone numbers in our email system and data files that are acquired through:

- Request for information submitted to our website
- Email/phone numbers sent to TideWatch
- Research surveys completed for TideWatch
- Clients who have provided email addresses/phone numbers for research purposes

Since TideWatch does not send emails for the purpose of sales or direct marketing, the CAN-SPAM Act of 2003 does not apply to our email communications. However, TideWatch voluntarily observes the CAN-SPAM Act when applicable to market research. TideWatch uses email as a means of communicating to known clients and research participants.

TideWatch adheres to the following guidelines when contacting potential participants via email for an invitation to participate in opinion and marketing research.

- TideWatch will clearly identify ourselves as the sender of the email
- TideWatch will provide the appropriate contact information should the recipient of the email need to contact us with any questions or concerns
- TideWatch will provide the option to be removed from receiving additional email invitations for participation in research projects
- TideWatch will reuse email addresses only as legitimate follow up to survey research

COPPA

We are committed to protecting your child's privacy online and our practices are in full compliance with the Children's Online Privacy Protection Act (COPPA), as regulated by the FTC. This means that TideWatch does not conduct research with minors under the age of 13 without a statement of permission from the parents or guardians. To learn more about COPPA, please visit <http://www.ftc.gov/ogc/coppa1.htm>.

Questions and Concerns

For additional concerns or questions regarding our privacy policy, we may be contacted at twp@tidewatch.com or by telephone at (603) 559-9999.

Legal Disclaimer

TideWatch may disclose personal information when required by law or in the good-faith belief that such action is necessary to conform to the edicts of the law or to comply with a legal process.

Policy Changes & Updates

TideWatch reserves the right to modify this Privacy Policy at any time as we take advantage of developing technologies. Therefore, we encourage you to refer to this Privacy Policy on an ongoing basis. If we make material changes to this policy we will post notice of such changes at www.tidewatch.com.

END OF PRIVACY POLICY (Updated 07/01/2008)