

Privacy Policy

At Retail Feedback Group (“RFG”), we are committed to respecting your privacy. As such, we have developed the following privacy policy, in order to comply with both the Privacy Act (1974) and the Personal Information Protection and Electronic Documents Act (PIPEDA). This legislation recognizes the right of privacy of individuals with respect to their personal information.

RFG develops and operates survey/feedback web sites affiliated with clients of RFG (the “Sites”). The following discloses RFG’s information-gathering and dissemination practices for the Sites.

What is Personal Information?

Personal information is information about an identifiable individual. It includes your full name, address, telephone number, email address, and any other information that identifies who you are or would allow someone to contact you. Personal information only becomes known to RFG when you provide it to us.

Collection and Use of Personal Information:

- Online Surveys

Our online surveys may ask you for information such as contact information (like name, telephone number and e-mail address) and demographic/classification information (e.g., education or age). Your contact information may be used as required to process your request so you can be contacted by a client location.

- Promotional Contests

RFG may offer various promotions on behalf of our clients. When offering the chance to enter a promotional contest, we ask for your name, address (email and/or residential) and phone number so that we may communicate with you in the event you are a winner.

- Contact Us E-Forms

Our Site’s contact forms require you to give us your name and contact information potentially including telephone numbers. To post a message to RFG using an e-form, an e-mail address is also required.

Non Personal Information

Our web servers do automatically recognize some non-personal information. Specifically, when you visit an RFG survey/feedback web site, we collect information regarding:

- your Internet location (IP address)
- the software (and its configuration) you use to visit our site
 - the dates and times of your visit(s) to our site
 - the pages you visit on our site

New Use of Personal Information

Should **RFG** wish to use your personal information for a purpose not contemplated at the time of initial collection, such as additional services, products, or promotional offers that may be of interest to you, we may use your contact information, including your email address, to ask for your consent to use your personal information for the new purpose.

Disclosure

Unless required by law, **RFG** does not provide your personal information to third parties without your consent except as may be required to process your request to be contacted by a client location.

How to Correct or Update Your Personal Information

If you need to correct or update your personal information registered with us, contact the privacy officer and use "personal profile update" as the subject of the message. Please make sure to include your previously registered name, address, email address and phone number along with any new personal information in the body of the message.

RFG will record your personal information change in our web database and will make this change available to our proper business groups.

Security

The Sites have reasonable security measures in place to protect against the loss, misuse and interception of information by third parties. **RFG** assumes no liability for interception, alteration or misuse of information transmitted over the Internet.

Contacting Us

If you have questions or suggestions about this privacy statement, the practices of our sites, or an account of the use that has been made of your information or your interactions with **RFG**, simply contact the following:

Privacy Officer
Retail Feedback Group
516-576-6200
email@retailfeedback.com

Disclaimer

RFG partner sites may have privacy policies independent of RFG. This Privacy Policy extends only to data collected on sites developed by RFG. RFG may share aggregate information with partner sites however this aggregated information does not contain personally identifiable information.