

Introduction and Summary

Waggle Dance Marketing Research LLC is a full-service consumer research boutique and marketing consultancy located in Scottsdale AZ. Waggle Dance Marketing Research collects information from adult consumers through custom qualitative and quantitative studies in the United States that helps our clients understand their consumers. All research studies are opt-in and strictly voluntary.

Waggle Dance Marketing Research contracts with and receives information/data about respondents from industry suppliers who are required to follow all appropriate data collection privacy policies, including:

- The UK/EU General Data Protection Regulations.
- Additional state privacy laws as appropriate, especially the privacy laws of California, Colorado, Connecticut and Virginia.

Industry suppliers include panel companies and focus group facilities such as Dynata, Qualtrics, Schlesinger Group and Fieldwork Inc.

The following table summarize Waggle Dance Marketing Research activities in data collection, analysis, and reporting:

Summary of Waggle Dance Marketing Research Data Collection, Analysis, and Reporting Business Practices

What Waggle Dance Marketing Research LLC Does	<ul style="list-style-type: none">• We treat all information provided by research respondents as confidential.• Recruitment and data collection activities are contracted to industry suppliers, such as panel companies or focus group companies. (For example: Dynata, Qualtrics, Schlesinger, Fieldwork, etc.)• We screen potential consumer participants with questionnaires that are hosted on an online panel website (such as Dynata) or with a focus group supplier (such as Schlesinger).• Research participants provide information by answering an online survey or, in the case of focus groups, participating in a group discussion.<ul style="list-style-type: none">○ The online surveys and focus group discussions include consumers' behavior, attitudes, and de-personalized information.○ Personal identifiable information (PII) including last name, address, phone number, date-of-birth is not included in the online surveys or focus group discussions. However, this PII is collected and stored by Waggle Dance's panel (such as Dynata) or focus group (such as Fieldwork) suppliers. The suppliers also have privacy policies and are compliant with all US, State and GDPR regulations.• All data and information that is collected is for research purposes only.• All surveys and focus group discussion clearly state that the study is voluntary and the respondent can discontinue at any time.• Information that is reported to the client is aggregated for both online studies and in-person focus groups, with 2 exceptions:<ul style="list-style-type: none">○ In some cases, a research project will ask participants to try a product at home. Note: Waggle Dance only conducts 1 – 2 in-home tests like this per year. In the case of an in-home test, personal
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	<p>information is used for shipping logistics only. Information from the in-home test is only reported in the aggregate. The personal information for shipping is deleted as soon as the shipping is completed. Waggle Dance and its clients adhere to the privacy policies that are explicitly explained in this document.</p> <ul style="list-style-type: none"> ○ In other cases, consumers can voluntarily opt-in for eye-tracking exercises in an online survey via their webcams or personal devices. Waggle Dance engages eye-tracking suppliers to conduct these tests. (such as Dynata approved Eye-Square.) Note: This only occurs 1 – 2 times per year. Waggle Dance does not have access to individual webcam recordings of the consumer respondents in these exercises. The suppliers, such as Eye-Square, also have privacy policies and are compliant with all US, State and GDPR regulations.
<p>What Waggle Dance Marketing Research LLC <i>Does Not Do</i></p>	<ul style="list-style-type: none"> • We do not solicit, recruit, or maintain a consumer panel of any kind for any reason. This includes panels for online research or for focus group discussions. • We do not engage directly with consumer respondents. If a consumer has a question about a survey, they contact the panel company or focus group facility. As such, they can opt-out at any time. • We do not offer or provide interactive, web-based features such as commenting functionalities, review forums, blogs, or chat services. • Waggle Dance Marketing Research is not a data broker. We do not rent, share or sell research data or respondent information to any third party or to any company other than our clients. • Waggle Dance Marketing Research does not engage in collecting or analyzing social media data.

Waggle Dance Marketing Research values consumer/respondent privacy. The purpose of this Privacy Policy is to inform consumer respondents, suppliers and clients about our policies and procedures regarding the collection, use, and disclosure of personally identifiable information.

1. Purpose and Scope

This policy outlines the guidelines and procedures for securely collecting and storing data for market research activities conducted by Waggle Dance Marketing Research, LLC. The purpose of this policy is to ensure the protection of sensitive information, maintain compliance with data protection regulations, and uphold the trust and privacy of clients and individuals whose data is collected.

2. Personally Non-Identifiable Information and Personally Identifiable Information

Most Waggle Dance Marketing Research studies only include Personally Non-Identifiable Information, such as:

- Demographic Information: Age, gender, education level, occupation, and other relevant demographic details. Because our respondents are individuals who are recruited via

external panel providers, we do not require or need to know names, postal addresses, emails, or telephone numbers. We do not ask these questions in our surveys.

- Responses and Opinions: Information consumers voluntarily provide in surveys, questionnaires, interviews, focus groups, and other research activities.

However, there are a few instances in which a Waggle Dance Marketing Research study includes consumers' Personally Identifiable Information (PII). These are studies in which test products are sent directly to respondents' homes for evaluation, and/or in-home or in-store interviews.

- Explicit Consent: The processing of personal data is only ever carried out with the explicit consent of the participants.
- Contact Information: Information for these studies includes respondent name, email address, phone number, postal address, and other similar contact details.
 - In these instances, PII is used only for the purposes of the specific study and privacy procedures in this policy are followed.
 - In addition, consent will be obtained prior to the collection of PII that will be recorded. The respondent can drop out of the study at any time.
 - In some cases, product is shipped directly from the client's manufacturing facility or warehouse to the consumer respondent. The clients maintain their own privacy policies and also agree to adhere to Waggle Dance Marketing Research policies. In other cases, the client ships the product to Waggle Dance and we then distribute the product to the respondents. In all cases, PII is deleted immediately after shipping the product and no copies of the PII are maintained by either Waggle Dance Marketing Research or its clients.
- Confidentiality: All PII obtained shall be treated confidentially, shall be used for research purposes only and shall not be disclosed to any person not employed by Waggle Dance Marketing Research, except with consent, as required by law or by court order.
- Research Reports: All PII obtained shall not be disclosed to any client other than for lawful research purposes. Data summaries and results are presented only in the aggregate. In this regard, in general, clients will not receive:
 - The last name, telephone number, or postal address of any respondent for any research study unless it is used for shipping product to a respondent's home. (See above policies for shipping: In the case of shipping product to a customer's home, name, address, and phone of the respondent is deleted immediately after shipping and is not included in any report or dataset.)
 - Any original focus group screeners or sign-out sheets containing any last names, telephone numbers or addresses.
 - Audio or Video data from respondents, unless for research purposes only and respondents' consent is given.
 - Further, clients are bound to our Privacy Policy and NDA, and any such information shared with clients will be used for marketing research and opinion research purposes only.

- **Deletions:** The personal data of respondents (for example audio or video recordings) will be deleted as soon as the purpose of storage no longer applies, i.e., after the evaluation of the study (after three months at the latest). They must also be deleted if a participant withdraws his or her consent.

3. Data Collection Guidelines

- **Informed Consent:** Prior to collecting any data, respondents will be informed of the purpose, scope, and methods of data collection. They will be required to provide explicit consent before their data is collected. Because we contract recruitment and data collection activities to industry suppliers, such as panel companies or focus group companies, this consent occurs between the industry supplier and the consumer.
- **Recruitment:** During recruitment for our research programs, we will collect personal information such as age, gender, zip code, range of income level, education level, and marital status during the screening process to verify respondents' qualifications for the research program. In addition, with respondents' consent, we may collect additional information such as respondents' ethnicity, political opinions, religion, race, behavior, and attitudes.
- **Anonymity and Confidentiality:** Whenever possible, data will be collected and stored in an anonymous or pseudonymous manner to protect the privacy of participants. Personal identifiers will be minimized, and any identifiable data will be kept confidential.
- **De-Identified and Aggregated Information:** Waggle Dance Marketing Research may use personal information and other data about respondents to create de-identified and/or aggregated information, such as de-identified demographic information, de-identified location information, de-identified information about the computer or device from which respondents access a study/survey, or other analyses we create.
- **Data Minimization:** Only necessary and relevant data will be collected for market research purposes. Unnecessary or excessive data will not be collected, and efforts will be made to limit the scope of data to what is essential for research objectives.
- **Data Quality:** Data collection methods are standardized and validated to ensure accuracy and reliability. Measures are taken to prevent and correct data entry errors.

4. Data Storage and Security

Waggle Dance Marketing Research LLC takes appropriate measures to safeguard consumers' information from unauthorized access, disclosure, alteration, or destruction. However, please note that no data transmission over the internet can be guaranteed 100% secure.

- **Secure Storage:** All collected data will be stored on secure servers or external hard drives with restricted access. Physical and electronic access controls will be implemented to prevent unauthorized access.

- **Encryption:** Personally identifiable information (PII) and sensitive data will be encrypted during transmission and storage to protect against unauthorized interception or breaches.
- **Access Control:** Access to collected data will be granted only to authorized personnel who require it for legitimate research purposes that are specific to each study. Access privileges will be regularly reviewed and revoked as needed.
- **Retention Period:** Data will be retained only for the duration necessary to achieve the research objectives. Once the research is complete, data will be securely deleted or anonymized unless otherwise required by law or regulatory obligations.
- **Data Sharing:** Data sharing is limited to Waggle Dance and its clients. Any data sharing will be conducted in compliance with applicable laws and regulations. Agreements with third parties will include provisions for data security and confidentiality.
- **Regular Audits:** Periodic internal audits will be conducted to assess data security measures, identify vulnerabilities, and ensure ongoing compliance with this policy.

5. Consumer Privacy Rights

Participation in Waggle Dance Marketing Research activities is strictly voluntary. Consumer respondents may choose not to participate or may discontinue participation at any time.

In accordance with applicable law, consumer respondents may have the right to:

- Request confirmation of whether Waggle Dance Marketing Research is processing respondent's personal information.
- Obtain access to or a copy of respondent's personal information.
- Receive an electronic copy of respondent's personal information or ask us to send that information to another company.
- Restrict Waggle Dance Marketing Research use of respondent's personal information, including the right to opt in or opt out of the sale of respondents' personal information to third parties, depending on applicable law.
- Seek correction or amendment of inaccurate, untrue, incomplete, or improperly processed personal information.
- Request erasure of personal information held about respondent, subject to certain exceptions prescribed by law.

Waggle Dance Marketing Research, LLC complies with all State privacy laws, including CA, CO, CT, UT and VA. Information about the privacy laws in these 5 specific States are included in the following links.

California Consumer Privacy Act

<https://www.oag.ca.gov/privacy/ccpa>

Colorado Privacy Act

<https://coag.gov/app/uploads/2023/03/FINAL-CLEAN-2023.03.15-Official-CPA-Rules.pdf>

Connecticut Privacy Act

<https://portal.ct.gov/AG/Sections/Privacy/The-Connecticut-Data-Privacy-Act>

Virginia Consumer Data Protection Act

<https://law.lis.virginia.gov/vacodefull/title59.1/chapter53>

Utah Privacy

<https://le.utah.gov/~2021/bills/sbillint/SB0200.pdf>

6. Compliance and Training

- Legal and Regulatory Compliance: This policy will adhere to all relevant data protection laws and regulations, including but not limited to the General Data Protection Regulation (GDPR) and State/local data protection laws.
- Training and Awareness: Employees and subcontractors involved in data collection and storage will receive regular training on data security practices, confidentiality, and their responsibilities in ensuring compliance with this policy.

7. Incident Response

In the event of a data breach or security incident, Waggle Dance Marketing Research, LLC will follow a predefined incident response plan to promptly address and mitigate the impact of the breach. Affected individuals and regulatory authorities will be notified as required by law.

8. Policy Review and Updates

This policy will be reviewed regularly to ensure its effectiveness and relevance. Updates may be made to address changes in technology, regulations, and organizational requirements. Waggle Dance may update this Privacy Policy from time to time. The most current version will be posted on our website with the effective date.

By following this Data Collection and Storage Policy for Market Research, Waggle Dance Marketing Research LLC demonstrates its commitment to ethical data practices, privacy protection, and maintaining the trust of its stakeholders.

Policy Effective Date: August 23, 2023

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