

# **Rabin Research Company dba Rabin Roberts Research Privacy Policy 2024**

## **Scope Of This Policy**

This privacy policy describes the handling of information provided or collected on the sites and applications where this privacy policy is posted.

This policy also covers other means of collecting data during a Rabin Roberts Research sponsored research project, for example during a telephone interview, online survey, a focus group, or in-person interview.

## **Data We Collect**

We collect personal information from research participants during and after participation in a research study. These research studies include, but are not limited to telephone surveys, online surveys, focus groups, and in-depth interviews. A study may encompass one research activity, or a series of activities conducted over time. The data we collect falls into two categories:

### Data Voluntarily Provided by You

Contact information. For example, we may ask you to provide your name, email address, and ZIP code. We may also ask you to provide your street address or phone number. We may collect other I.D. information like usernames.

Demographic information and opinions. For example, we might ask you to provide information about your opinions and preferences. We might also ask you to provide background information about you or members of your household.

### Data Collected from You

Information necessary to run our digital services. For example, we collect your device and browser information such as IP address and the type of browser you are using.

Information is needed to improve our digital services. For example, the last time you have visited our sites, the pages you visit or the third-party websites from which or to which you go from our website. We also track your current location, when you use our mobile sites or applications. To control those tools, please read the “Your Choices” section.

## **How We Use Your Data**

We may use the personal information we collect for one or more of the following purposes:

- To design new products or services, to improve existing products, and to develop advertising programs.
- To contact you regarding any problems or questions we have relating to your participation in a research project, or, in our discretion, notify you of changes to our Privacy Policy, Terms of Use, or other policy or terms that affect you and your participation in the research project.
- To register you for offline activities such as in-person product evaluations, in-person shopping missions, ethnographic observational activities, group discussions, telephone interviews, on-site taste tests, or any other offline activities for related purposes
- To respond to your requests.
- To operate our digital services, including testing, research, analysis, and product development. For example, we use your information to analyze trends, to improve website layouts, to protect the security of our sites, and to customize your experience with us.
- To respond to law enforcement requests and as required by applicable law, court order, or governmental regulations.
- As described to you when collecting your personal information.
- To evaluate or conduct a merger, divestiture, restructuring, reorganization, dissolution, or other sale or transfer of some or all of our assets, whether as a going concern or as part of bankruptcy, liquidation, or similar proceeding, in which personal information held by us is among the assets transferred.

## **When We Share Your Information**

We will not sell your personal information.

We will not share your personal information with third party entities except in limited circumstances, including:

- When third parties provide services on our behalf as part of a research project. For example, to companies that host our group discussions, facilitate our in-person scheduling, host our taste tests, deliver a test product for in-home tests or complete incentive fulfillment.
- When we share data with third parties to help us analyze site data, provide marketing or analytic assistance, etc.

- With our client, only after we have collected a separate release from you.
- Please note that once we share your personal information with another company, the information received by the other company is controlled by that company and becomes subject to the other company's privacy practices. You should contact those other companies to exercise any rights you may have with respect to that personal information.

## **Data Security**

The security, integrity, and confidentiality of your information are extremely important to us. We have implemented technical, administrative, and physical security measures that are designed to protect your information from unauthorized access, disclosure, use, and modification. We regularly review our security procedures to consider appropriate new technology and methods. Despite our efforts, no security measures are perfect or impenetrable. We will retain your personal information for the length of time needed to fulfill the purposes outlined in this privacy policy unless a longer retention period is required or permitted by law.

## **Your Rights**

You have the following rights in relation to your personal data:

- The right to ask us what personal data we collect and how we use it.
- The right to access your personal data.
- The right to have identified for you our business or commercial purpose for collecting or selling personal information
- The right to request the rectification and/or erasure of your personal data.
- The right to restrict the use of your personal data.
- The right to object to the processing of your personal data.
- The right to receive your personal data, which you provided to us, in a structured, commonly used and machine-readable format or to require us to transmit that data to another controller; the right to withdraw your consent to the processing at any time;
- The right to opt-out of or to limit the use and disclosure of sensitive personal information by us.
- The right to not receive unlawful discriminatory treatment by us for the exercise of your privacy rights under the Applicable Law.

If you wish to exercise any of the rights set out above, please contact us at [melster@rabinroberts.com](mailto:melster@rabinroberts.com). You can also call or contact us via U.S. mail via the contact information provided below.

Please know that you may be required to submit proof of your identity for these requests to be processed.

We may not be able to comply with your request if we are unable to confirm your identity or to connect the information you submit in your request with personal information in our possession. In order to confirm your identity, we may ask you to log into a relevant user account if applicable.

## **Who We Are and How To Contact Us**

Rabin Research Company dba Rabin Roberts Research

#369

6177 N. Lincoln Avenue

Chicago, IL 60659

[melster@rabinroberts.com](mailto:melster@rabinroberts.com)

## **Response Timing and Format**

As permitted or required by applicable U.S. State Privacy Laws, any request you submit to us must be a verifiable consumer request, meaning that when you make a request, we may ask you to provide verifying information, such as your name, e-mail, phone number and/or account information. We will confirm receipt of your request within ten (10) business days. If you do not receive confirmation within the 10-day timeframe, please contact [melster@rabinroberts.com](mailto:melster@rabinroberts.com)

We endeavor to substantively respond to a verifiable consumer request within forty-five (45) days of its receipt. If we require more time (up to another 45 days), we will inform you of the reason and extension period in writing.

Any disclosures we provide may only cover the 12-month period preceding our receipt of your request. The response we provide will also explain the reasons we cannot comply with a request, if applicable. For data portability requests, we will select a format to provide your personal information that is readily useable.

We do not charge a fee to process or respond to your verifiable consumer request unless it is excessive, repetitive, or manifestly unfounded. If we determine that the request warrants a fee, we will tell you why we made that decision and provide you with a cost estimate before completing your request.

## **Children**

We do not sell the personal information of consumers we know are less than 16 years old.

## Cookie Policy

### Use of Cookies

As you browse our sites, advertising cookies will be placed on your computer so that we can understand what you are interested in.

Cookies are small text files that are placed on your computer by websites that you visit. They are widely used to make websites work, or work more efficiently, as well as to provide information to the owners of the site. The table below explains the cookies we use and why.

### Google

In order to better understand our users, their behavior and to serve them relevant ads about our products we may employ Google Analytics Cookies, and third-party cookies (such as the DoubleClick cookie).

We have implemented the following: Demographics and Interests Reporting

We, along with third-party vendors such as Google use first-party cookies (such as the Google Analytics cookies) and third-party cookies (such as the DoubleClick cookie) or other third-party identifiers together to compile data regarding user interactions with ad impressions and other ad service functions as they relate to our website.

### Opting Out:

Users can set preferences for how Google advertises to you using the [Google Ad Settings page](#). Alternatively, you can opt out by visiting the [Network Advertising Initiative Opt Out page](#) or by using the [Google Analytics Opt Out Browser add on](#). We use a third party service, Google Analytics, to collect standard internet log information and details of visitor behavior patterns. We do this to find out things such as the number of visitors to the various parts of the site.

We also use Hubspot to facilitate our email marketing. Hubspot does track your activity on the site.

Cookie	Name	Purpose
Cookie Preference	NA	This cookie is used to remember a user's choice about cookies on our site. Where users have previously indicated a preference, that user's preference will be stored in this cookie.
Universal Analytics (Google)	ga_gali_gat_gid	These cookies are used to collect information about how visitors use our website. We use the information to compile reports and to help us improve the website. The cookies collect information in

		an anonymous form, including the number of visitors to the website and blog, where visitors have come to the website from and the pages they visited.
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Most web browsers allow some control of most cookies through the browser settings. To find out more about cookies, including how to see what cookies have been set, visit [www.aboutcookies.org](http://www.aboutcookies.org) or [www.allaboutcookies.org](http://www.allaboutcookies.org).

Find out how to manage cookies on popular browsers:

- [Google Chrome](#)
- [Microsoft Edge](#)
- [Mozilla Firefox](#)
- [Microsoft Internet Explorer](#)
- [Opera](#)
- [Apple Safari](#)

To find information relating to other browsers, visit the browser developer's website.

To opt out of being tracked by Google Analytics across all websites, <http://tools.google.com/dlpage/gaoptout>

Opting out of cookies may impede your ability to use certain features of our site including check-out and viewing of on-demand webinars.

## **Non-Discrimination**

We will not discriminate against you for exercising any of your rights or other privacy laws. Unless permitted by applicable law, we will not:

- Deny you goods or services.
- Charge you different prices or rates for goods or services, including through granting discounts or other benefits, or imposing penalties.
- Provide you a different level or quality of goods or services.
- Suggest that you may receive a different price or rate for goods or services or a different level or quality of goods or services.

## **For California, Virginia, Connecticut, Colorado, and Utah residents:**

### **Your Rights**

Pursuant to your applicable state's privacy laws and regulations (the "Applicable Law"), (including the California Consumer Protection Act of 2018 ("CCPA") for California residents), and subject to certain exceptions and limitations, you can contact us to exercise the rights described below with respect to certain personal information that we hold about you. To the extent those rights apply to you, they are described in this Privacy policy.

As noted earlier in this policy, you have the right to ask us what personal data we collect and how we use it. That includes the following:

- The categories of your personal information that we have collected in the preceding 12 months
- The categories of sources from which that information was collected
- The business/commercial purpose for the collection
- The categories of third parties with whom we share personal information, if any
- The specific pieces of personal information we have collected about you (subject to some exceptions)

Because we may have disclosed (as defined in the Applicable Law) personal information to third parties in the last 12 months, you are also entitled to receive the following categories of personal information that we have disclosed in the past 12 months:

The categories of personal information we may collect include:

- "Identifiers" such as
  - Name
  - Address(es)
  - Telephone number(s) (including home, cell, and/or business telephone numbers)
  - Email address(es)
  - Date of birth
  - Internet Protocol address
  - Unique device identification number (such as identifiers for analytics or advertising)
  - Network provider user ID (a number uniquely allocated to you by your network provider)
  - Media Access Control (MAC) address
  - International Mobile Equipment Identity
  - Unique cookie identifiers

Internet or other electronic network activity information, and other information collected through automated means such as:

- Information about your device (e.g., device operating system, the other applications on your device, device network provider, device type, time zone, network status, browser type, browser identifier and other information that alone or in combination may be used to uniquely identify your device)
- Geolocation
- Cookies and similar technology
- Social media information
- Log files
- Digital fingerprinting
- Watermarking
- Browsing activity
- Other behavioral information
- Professional or employment-related information, including occupation
- Education information
- Additional content/material you submit, including photos, videos and/or similar content
- Characteristics of potentially protected classifications under California, federal or international law (e.g., health and medical conditions, sexual orientation or sexual life, political opinions/views, race/ethnic origin, gender, religious and philosophical beliefs and trade-union membership)
- Other medical information
- Demographic information
- “Sensitive personal information” as defined by Applicable Law

#### Categories of Personal Information that Were Disclosed

- We have shared all the categories of personal information.

#### **Changes To This Policy**

We reserve the right to modify, alter, or otherwise update this Privacy Policy at any time. We will post any changes here, so be sure to check back from time to time.