

## **PRIVACY POLICY**

Key Survey is the official trademark of WorldAPP. Your use of [www.keysurvey.com](http://www.keysurvey.com) site is governed by Key Survey's Terms of Use and this Privacy Policy. The purpose of this Privacy Policy is to disclose what information we collect, how the information you may provide to Key Survey is used by the company, and how such information is both protected and made available on our Web site.

This privacy policy may change from time to time, so you are encouraged to check the page regularly. We will inform our users of the material changes to privacy policy by including this information into our regular Update notifications. Key Survey will operate this Web site according to the Privacy Policy that is posted at the time.

### **Table of Contents**

- Information We Collect When You Register
- Information We Collect When You Purchase
- Descriptive References
- Miscellaneous Information
- Survey Data
- Web-Server Log and Cookies
- Important Note for European Visitors
- Children's Information
- Access to Your Information
- How We Protect Your Information
- Credit Card Information Protection
- Email Non-disclosure
- Anti SPAM Policy
- Third Party Web Sites
- TRUSTe Watchdog Dispute Resolution URL
- Contact Us

## Information We Collect When You Register

WorldAPP collects your Name, Company name, Phone, Email address and Password you create for yourself when you register with Key Survey.

## Information We Collect When You Purchase

WorldAPP collects your First Name, Middle Name, Last Name, Phone, E-mail, Company, Address, and CC information when you purchase.

## Descriptive References

WorldAPP is authorized to make descriptive references to Client's name and URL on Key Survey publicly accessible Web site and collateral promotional materials. All references to Client's name and URL will inure the benefit of Client.

## Miscellaneous Information

WorldAPP retains all records of your orders, surveys and reports you have completed, and other miscellaneous account information for you. This has been done solely for information and benefit of Key Survey users. This data is not accessible to anyone and any company outside WorldAPP besides you, the User.

## Survey Data

When you publish your survey on the Key Survey server, we will provide you with a unique URL to display your survey. WorldAPP will not provide this URL to any other person or entity, but will provide your survey to any web browser requesting your unique URL. WorldAPP has the right to review your survey contents for violations of our Terms of Use. If WorldAPP determines your survey is in violation of Key Survey Terms of Use we will attempt to contact you and reserve the right to delete your survey and results from our systems.

WorldAPP will not attempt to read your survey results at any time unless explicitly instructed to do so by you. We do not own the contents of the data for your survey. Key Survey will only have access to your surveys for purposes of backup and troubleshooting. When WorldAPP receives your survey results, we will store them in a secure location. We will only allow your survey results to be downloaded directly into your desktop software. WorldAPP has extensive security measures in place to protect your results while stored on our servers and we will prosecute any attempt to access this information without authorization.

## Web-Server Log and Cookies

WorldAPP collects information about the areas and pages of the Key Survey web site you visit. We also collect information such as your operating system, browser version and the size of your screen. We analyze this data to determine what is of interest to our customers as a group, and thereby improve our web site. This information is collected in the form of the usual web server logs and cookies. Key Survey also collects this information to make the web site viewable and useful for the majority of our clients.

Our web site utilizes a non-persistent cookie to track your session with our web site. This is an encrypted number generated when you visit any site that supports sessions. This is a session cookie. It helps Key Survey track your sessions and store persistent information to make your visit to our site smoother. This cookie is saved permanently at your PC. This data does not contain any secure information (just an encrypted string). Additionally, we set a cookie when you log in to make further logging to our system a little easier. At no time are cookies used to track where you have been either before or after your visit to our web site. No other web site can access any information about you from the cookies we may store on your local computer. We do not share cookies, as well as any type of information, with any other companies.

## Important Note for European Visitors

Please note that WorldAPP may transfer the collected information outside the European Economic Area for use for any of the purposes described herein. By using our web site and providing us with your personal data, you consent to such transfer of your personal data.

## Children's Information

WorldAPP does not target its web site to children, and we will never knowingly collect personally identifiable information from children without obtaining prior verifiable parental consent. If we become aware that a subscriber is under the age of 14 and has registered without prior verifiable parental consent, we will remove their personally identifiable information from our files.

## Access to Your Information

You have the right to access and correct your personal information at any time. To review, update or make changes to your personal information collected during the registration, simply click on My Account/Profile, while in the Member Area of Key Survey.

If for some reason you cannot access your information on the web page, please contact us at [sales@worldapp.com](mailto:sales@worldapp.com)

If for some reason you want to change other information you provided to us, please contact us at [sales@worldapp.com](mailto:sales@worldapp.com)

## How We Protect Your Information

Due to specific nature of research data, any information collected and processed with Key Survey is treated with the utmost confidentiality. WorldAPP will not sell or rent out any personal information gathered from clients. We will make no public release of any personal information that is collected through our proprietary survey tool. All company-specific information gathered through Key Survey will be the property of the customer. To prevent unauthorized access or disclosure, to maintain data accuracy and to ensure the appropriate use of information, we have put into place physical, electronic and managerial procedures to safeguard the information that we collect online. We use encryption when collecting or transferring data such as credit card information.

## Credit Card Information Protection

Whenever you place an order with Key Survey, you do so over a secure connection utilizing Secure Sockets Layer (SSL). This ensures that your personal information is not at risk. Additionally, we store your credit card information in a secure location in an encrypted format, which can be accessed only by authorized personnel. When you register with us or log in to our web site, you can use a secure connection, ensuring that no one can steal your user name and password, and use that to access any other information about you. All transactions are executed with VeriSign technology, a Web-based transaction management tool.

## Email Non-disclosure

Our e-mail notification system stores your e-mail addresses on our server in a secured location. These e-mail addresses are kept on the server for tracking and click notification purposes. Much like survey data, these addresses are yours, not the property of WorldAPP. Key Survey Customer Support team may examine these lists for support and troubleshooting purposes. WorldAPP will never use or sell these e-mail addresses to anyone; any attempt to access your e-mail addresses without your authorization will be prosecuted.

When you provide your email address to receive the Key Survey newsletter we will only use your email to send the newsletter to you. You may opt-out of receiving the Key Survey newsletter at any time by following the instructions provided with it, updating your user profile, or by sending us an email. We will make sure to process your request as soon as possible.

## Anti SPAM Policy

The information we collect is never sold, rented out, leased, traded, swapped, marketed, exchanged, bartered, distributed, or disclosed in any way.

Key Survey and its users agree to never initiate any SPAM emailing.

Key Survey anti-spam policy falls in compliance with US CAN-SPAM Act of 2003 S. 877

## Third Party Web Sites

Key Survey web site may contain links to Internet sites and services that are maintained by third parties. Those sites may have privacy and security policies that are different from those followed by WorldAPP. WorldAPP has no control over those sites and is not responsible or liable for the policies and practices followed by such third parties. When you visit any site outside [www.keysurvey.com](http://www.keysurvey.com) this Privacy Policy is no longer valid, while the Privacy Policy of the current site you are visiting comes into force.

## TRUSTe Watchdog Dispute Resolution URL

The Watchdog Dispute Resolution Form is an online tool that allows you to report violations of WorldAPP privacy statements, specific privacy concerns pertaining to [KeySurvey.com](http://www.keysurvey.com), TRUSTe member Web site.

To access TRUSTe Watchdog Dispute Resolution form please follow this link:  
[http://www.truste.org/consumers/watchdog\\_complaint.php](http://www.truste.org/consumers/watchdog_complaint.php)

## Contact Us

If you have any questions or comments about our Privacy Policy, please contact us at [support@worldapp.com](mailto:support@worldapp.com)

### You can also send your request by mail:

WorldAPP, Inc.,  
222 Forbes Road,  
Braintree MA 02184