PRIVACY POLICY

Who are we and what do we do?

Resource Systems Group, Inc. ("RSG") conducts market research on behalf of both public and private sector clients using smartphones, the internet, computers and tablets, and other means of collecting data. Ultimately, this research allows our clients to deliver better products and services. These products and services range from large infrastructure, like rail service and highways, to consumer products, like tractors or cars.

RSG is committed to protecting the confidentiality, integrity, and security of your personal information. We take this responsibility seriously. This privacy statement is intended to help you understand how we collect and safeguard your information.

What type of information do we collect and why?

Personal Information

The information we collect depends on the parameters of the research we are conducting. Examples of personal information we may collect include the following: your name and contact information; demographic information like gender, age, and household income; home, work, and other locations; or a user name or e-mail address in combination with a password or security question that would permit access to an RSG survey account you may establish as part of your participation in our survey. We may also collect additional information based on your use of our websites or applications, as further discussed below.

RSG collects your information to answer questions related to the research we are conducting. These questions and your responses allow us to qualify you for a survey, tailor survey questions to you, and ensure that our survey participants are a representative sample of the population we are researching. Before actively collecting any personal information, we will provide you the purpose for which we are collecting the information. We collect the smallest amount of personal information reasonably necessary to accomplish that purpose, and we retain personal information only for the time reasonably necessary to accomplish the purpose.

After you provide consent, we will collect and use the information you provide in a manner consistent with the policies described in this statement. If there are any additional project-specific policies we will provide them or make them available to you. You are also giving us consent to disclose your information to our client, unless specifically precluded by any project-specific policies. If we provide or make available to you any project-specific policies, then, in the event of a conflict between the terms of those policies and the policies described in this statement, the policies in the project-specific document will be the governing policies. We store personal data on cloud servers, governed by Microsoft Azure server policies, or on our own servers.

Without consent, you are under no obligation to provide us with your information. However, if you decline to provide us with information, we may not be able to include you in our surveys. In addition, when you provide your information to RSG, we will collect and use certain additional "passive" information more fully described below.

Website and Applications Data

RSG websites and applications may contain links or references to other websites. Please be aware that we do not control other websites and that this privacy policy does not apply to those websites. We encourage you to read the privacy policy of every website you visit. Your use of any RSG website is subject to our Terms of Use. RSG may collect information in two ways: actively, when you voluntarily enter your personal information, or passively, as described below.

When you use an RSG website or application, certain information is passively collected (that is, gathered without your actively providing the information) using various technologies and means, such as Internet Protocol (IP) addresses, cookies, and Global Positioning System (GPS) location data. These are described in more detail below:

- IP Addresses. This site uses IP addresses. An IP address is a number assigned to your computer by your internet service provider to access the internet. An IP address is generally considered to be nonpersonally identifiable information, because in most consumer cases an IP address is dynamic (changing each time you connect to the internet) rather than static (unique to a particular user's computer). We use your IP address to diagnose problems with our server, report aggregate information, determine the fastest route for your computer to use in connecting to our site, and administer and improve the site.
- Cookies (http://www.allaboutcookies.org) 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, and to provide information to the owners of the site. Most web browsers allow some control of cookies through browser settings. The items below explain what cookies we use and why:
  - "Session" cookies are temporary bits of information that are erased once you exit your web browser window or turn your computer off. Session cookies are used to improve navigation on websites and to collect aggregate statistical information.
  - "Persistent" cookies are more permanent bits of information that are placed on the hard drive of your computer and stay there unless you delete the cookie. Persistent cookies store information on your computer for several purposes, such as retrieving certain information you have previously provided (e.g., passwords), helping to determine what areas of the website visitors find most valuable, and customizing the website based on your preferences. This site uses persistent cookies.
  - "Internet tags" (also known as single-pixel GIFs, clear GIFs, invisible GIFs, and 1-by-1 GIFs) are smaller than cookies and tell the website server information such as your IP address and your browser type. This site uses internet tags. Tags have been placed both on online advertisements that bring people to the site and on different pages of the site. These tags indicate how many times a page is opened and which information is consulted. We do not collect or seek personally identifiable information through these tags.
  - "Navigational data" ("log files," "server logs," and "clickstream" data) are used for system management, to improve the content of the site, market research purposes, and to communicate information to visitors. This site uses navigational data.

- You can also prevent Google Analytics from collecting information (including your IP address) via cookies and processing this information by downloading this browser plugin (http://tools.google.com/dlpage/gaoptout) and installing it.
- GPS Location Data. RSG uses smartphone applications to obtain GPS location data passively while a person is part of a survey. These data trace a user's locations over the course of a day, week, month, or year. These data keep track of the location and time of each stop and are annotated with metadata such as the purpose of travel. The resulting data reflects a trace of each person's travel, with time stamps for each stop.

What do we do with information we collect?

Except as specifically set forth below, RSG will never share personal information with anyone other than the client who commissioned the survey, but we may keep personal information for research purposes. We will not share or publish this personal information, but we may share statistics describing aggregate relationships from these data as part of our research.

We may convert personal information to nonpersonal information and store, use, and disclose the nonpersonal information indefinitely. For example, we may permanently delete the connection between a person's identifying information and location information and retain the location information and knowledge it pertains to a single (unidentifiable) individual.

We take responsibility for the control of information we collect about you, and we are committed to maintaining personal information (to the extent we retain it) that is accurate, complete, current, and reliable for its intended use. If you have questions or would like to access or update your personal information, obtain copies of the information we have collected about you, or request that we delete your personal information, you may contact us as follows:

Attn: Data Privacy Officer

RSG
55 Railroad Row
White River Junction, VT 05001 USA
(802) 295-4999
dataprivacy@rsginc.com (mailto:dataprivacy@rsginc.com)

Unless noted otherwise in a project-specific document, we store and process all electronic personal information that we collect from you on electronic information systems in the United States. Some nonpersonal information may remain on data storage systems in the country or territory where the information was originally provided. Hard copies of personal information generally remain in the country of origin. Information stored and processed within the United States may be liable to disclosure under the laws of the United States, its states, and its territories, and we reserve the right to disclose your information as required by law when we reasonably believe disclosure is necessary to protect our rights and to comply with a judicial proceeding, court order, or legal process.

How do we protect personal information?

We use reasonable and appropriate technical, administrative, and physical safeguards to protect against loss, unauthorized access, destruction, misuse, modification, and improper disclosure of the personal information we collect, in both physical and electronic format. To that end, we use Secure

Sockets Layer (SSL) encryption and Microsoft Azure cloud services, which comply with various globally recognized security practices and standards to protect the personal information submitted to us, both during transmission and once we receive it. We take reasonable and appropriate steps to contract for and monitor the services we use to determine that they remain compliant with such practices and standards. We also provide information security awareness training to our staff and conduct periodic quality assurance audits. However, no computer system, method of transmission over the internet, or method of electronic storage can ever fully protect against every possible hazard.

This document was originally published in English and has been translated into other languages. The content of the English original shall prevail in case of differences in the content or context of other language versions.

Helpful Links

Microsoft Azure. To learn more about Microsoft Azure server policies, visit https://www.microsoft.com/en-us/trustcenter (:"https://www.microsoft.com/en-us/trustcenter").

Cookies. To learn more about cookies, including how to see what cookies have been set and how to manage and delete them, visit http://www.allaboutcookies.org (allaboutcookies.org).

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