

YOUTHOGRAPHY PRIVACY STATEMENT

Youthography Insider Panel Members may complete surveys to provide feedback and opinions on a range of political, lifestyle, advertising and other questions, and may contribute other types of data along with other Panel Members. Active Panel Members receive certain benefits from Youthography in exchange for participating in surveys.

OUR PRIVACY COMMITMENTS

Youthography respects the privacy of every Panel Member. This Privacy Statement outlines the information Youthography will collect and how we will use that information. This Statement will also tell you how you can verify the accuracy of your Personal Information (defined below) submitted to Youthography and how you can request that we delete or update your Personal Information.

This Privacy Statement is intended to describe some of the ways that we implement the principles of our Privacy Policy in connection with our online survey research activities. We invite you to read our Privacy Policy in order to understand those principles. We've developed this privacy statement from industry guidelines and standards, and local, national, and international laws and requirements. All privacy practices and methods described in this statement apply only insofar as permitted by the applicable standards, laws and requirements.

INFORMATION COLLECTED AND HOW WE USE IT

WHAT WE COLLECT:

A) PERSONAL AND DEMOGRAPHIC INFORMATION

During the Youthography recruitment process, Youthography may collect personal information such as your name, address and the names and ages of members of your household ("Personal Information"). In addition, Youthography frequently asks Panel Members for characteristics (such as health conditions or consumer habits), attributes, and demographic information (such as age, income, gender) (collectively, "Demographic Information").

You are in control of the Personal Information and Demographic Information that you provide to Youthography. We rely on you to provide updates to your Personal Information and Demographic Information. You can:

- Ask a copy of your Personal Information or Demographic Information
- Ask for your Personal Information or Demographic Information to be corrected or updated.
- Ask us to remove your Personal Information or Demographic Information from your records.

To do this, please contact us using the links provided later in this statement. Youthography will use reasonable efforts to provide the requested information to you.

B) OPERATING INFORMATION

Youthography may, in the course of interacting with Panel Members, gather other types of information from Panel Members ("Operating Information"). For example, as a Youthography Panel Member, you will receive surveys from Youthography on a regular basis. These surveys will ask questions about your interests, needs and attitudes. We will receive your responses to these surveys. Similarly, if we offer other features, services, or programs in which you explicitly agree to participate, then Youthography will receive information from those features, services or programs.

HOW WE USE YOUR INFORMATION

A) PERSONAL AND DEMOGRAPHIC INFORMATION

Personal Information may be used to establish user accounts for each household member who is 13 years of age or older, to communicate with you and your household members, and to assist you with questions that you may have about the Youthography Panel. It may also be used for panel recruitment, contest entry processing or delivery of free gifts to members of the Youthography Panel. Personal Information concerning location or address is also used to ensure that our panel accurately represents the population as a whole.

Panel Members are asked for Demographic Information in order to pre-qualify members or households for surveys that target specific groups. We also use this information to ensure that our panel accurately represents the country's population as a whole.

Youthography uses Personal Information and Demographic Information solely in the conduct of its research business. As is the case with Personal Information and Demographic Information, Operating Information may be combined with information collected about you from public records, or with information that Youthography may acquire from third parties that have a legal right to provide such information to Youthography.

DATA SHARING AND TRANSFER

A) HOW WE MAY SHARE INFORMATION:

Personal Information regarding Panel Members will never be shared with any third parties without your express permission, except that we may disclose your information if we believe we are required to do so by law, if we need to do so to protect someone's safety or our rights or property, or in order to comply with this policy or other policies that may be applicable. In addition, occasionally Youthography will share contact information collected about you with third parties with whom we have partnered to provide specific services to Youthography, or services on behalf of Youthography, such as panel recruitment, contest entry processing or delivery of free gifts to Youthography Panel Members. These partners have agreed not to share or resell this data and they are contractually obligated not to use any personally identifiable information except for the purpose of providing these services, unless you enter into a relationship with them that would directly allow them to do so.

Youthography collects and shares Demographic Information and Operating Information with its research clients in an anonymous form. Our research clients will never receive Personal Information of Panel Members, nor will they be able to identify Panel Members, without your express permission.

Youthography is an expanding business, and like other companies, we sometimes acquire or divest business units. As part of such transfers, we may convey the business assets of the particular business unit, including Personal Information, Demographic Information, or Operating Information of Panel Members.

CHILDREN'S PRIVACY

Youthography believes that it's especially important to protect children's privacy online and encourages parents and guardians to spend time online with their children to participate and monitor their Internet activity.

Youthography complies with all applicable national and international children's privacy regulations.

We comply with the Children's Online Privacy Protection Act of 1998. We do not permit children who are under 13 years of age to become Youthography Panel members. We do not collect any Personal Information from children under 13 years of age. As part of the registration process for new Panel Members, we collect from the new Panel Member the names of each individual in the Panel Members' household, which may include the names of children who are under 13 years of age. Occasionally we may send a survey to a Panel Member who is a parent or a guardian of a child under the age of 13 that asks that Panel Member to have his or her child who is under 13 answer the survey. We take reasonable steps to ensure parental consent to such procedure by sending the survey to the parent or guardian's password-protected email address. The information collected in response to such surveys is not combined with identifying information about the child. In every case such survey does not collect Personal Information about the child.

If a Panel Member has provided us with Personal Information about a child in the Panel Member's household who is under the age of 13, a parent or guardian of that child may contact us at the email address or mailing address listed at the bottom of this Privacy Statement if he or she would like this information deleted from our records. We will use reasonable efforts to delete the child's information from our databases.

If you would like to contact us about your or your child's Personal Information, or to find out how you can have your child's Personal Information removed from our database, please see the "Access To Your Information and Complaints" section later in this document.

DATA SECURITY AND RESPONSIBILITY

Youthography is committed to keeping the data you provide us secure and will take reasonable precautions to protect your Personal Information from loss, misuse or alteration. Vendors, contractors, or partners of Youthography who have access to your Personal Information in connection with providing services for Youthography are contractually required to keep the information confidential and are not permitted to use this information for any other purpose than to carry out the services they are performing for Youthography.

Youthography also safeguards Personal Information, Demographic Information, and Operating Information from unauthorized access. Only authorized Youthography employees or agents carrying out permitted business functions are allowed to access this information. In addition, each employee of Youthography is required to sign a confidentiality agreement requiring him or her to keep confidential all Personal Information of Panel Members. Employees who violate the confidentiality agreement are subject to disciplinary actions, including termination when appropriate.

ACCESS TO YOUR INFORMATION AND COMPLAINTS

A) Accessing, Correcting, Updating and Preventing Use of Your Personal Information or Demographic Information

If you have submitted Personal or Demographic Information to Youthography through the Youthography Panel or otherwise, or if someone else has otherwise submitted your Personal or Demographic Information to Youthography, you can:

1) Access, Correct, Update Your Personal or Demographic Information, by emailing your request to: privacy@youthographyinsiders.com, or by sending us a letter to the address listed below. Youthography will use reasonable efforts to supply you with the information you requested to access and to correct any factual inaccuracies in this information.

2) Prevent Further Use of Your Personal or Demographic Information, by emailing your request to: privacy@youthographyinsiders.com. Alternatively, you may call us at 1-XXX-XXX-XXXX or send us a letter to the address listed below. In each case, we will then use reasonable efforts to prevent further use of your Personal Information or Demographic Information in our files.

B) Complaints

Youthography is committed to working with consumers to obtain a fair and rapid resolution of any complaints or disputes about privacy.

Please send us your questions or comments regarding our privacy practices by emailing us at: privacy@youthographyinsiders.com or send us a letter to:

Privacy Compliance Coordinator
Youthography, Inc.
ADDRESS
1-XXX-XXX-XXXX
privacy@youthographyinsiders.com

Youthography will be happy to respond to your questions and comments.

OPTING OUT

At any time, you may discontinue your participation in the Youthography Panel by sending us an email (privacy@youthographyinsiders.com) or by calling us at 1-XXX-XXX-XXXX. Parents or legal guardians of any member of the Youthography Panel who is under the age of eighteen may discontinue the participation of such child in the same manner. Please note that opting-out of the Youthography Panel will not

automatically cause us to delete Personal, Demographic, or Operating Information about you (or your child) that we have previously collected. We will do so, however, at your request, as set forth above.

OTHER SITES

Youthography is not responsible for the privacy practices or the content of other Websites. We recommend that you carefully read the the privacy policies of each site you visit.

CONTACT US

You may contact us at:

Youthography, Inc.
ADDRESS
1-XXX-XXX-XXXX
privacy@youthographyinsiders.com

YOUR ACCEPTANCE OF OUR PRIVACY PRACTICES

By agreeing to become a Youthography Panel Member or participating in a Youthography service or program, you signify your acceptance of the terms and conditions of this Privacy Statement. Youthography may make changes to this Privacy Statement from time to time. We will post changes to our Privacy Statement on the Youthography Panel Member Web Site, so from time to time please check the Privacy Statement posted there. In addition, we will alert you to significant changes to this Privacy Statement by providing you with written, electronic, or other notice from Youthography.