

**Last Updated : November 18, 2018**

## **Snipp Research Privacy Policy**

### **1. Applicability**

This Privacy Policy (this “**Privacy Policy**”) applies to the information you provide to us when you participate in any Snipp Research panel or subpanel (“**Panel**”) or visit <https://www.snipp.com/snipp-research>, or any other website related to a Panel (collectively, the “**Website**”) or. Please read this policy carefully to understand our information practices. By using this Website or any of the services offered on or through the Website, you are agreeing that you have read, understand, and accept the practices described in this Privacy Policy.

This Privacy Policy sets forth the collection, use and disclosure of personal data or personally identifiable information (“**Personal Data**”) and other information by Snipp Interactive Inc., a British Columbia, Canada corporation (“**Snipp**”) in connection with Snipp’s Services (as defined herein). Snipp’s Services provide you with the opportunity to join a Panel (as defined herein), participate in surveys (whether as a Panel member or a non-Panel member), use the websites associated with the Panels, and receive and redeem rewards and incentives, including, without limitation, gift cards and sweepstakes entries, offered in connection with Panel membership and/or the completion of surveys (collectively “**Services**”). Registration with, use of, and access to Snipp/s Services is subject to the Snipp Research Terms and Conditions <http://snipp.us!/cofgf> (the “**Terms**”).

Your use of Snipp’s Services is completely voluntary and therefore Snipp’s processing of your Personal Data in connection with the Services and this Privacy Policy is with your consent. Snipp strives to conform its privacy practices to applicable laws, codes, and regulations. For clarification, except for Panels that have a separate privacy policy, this Privacy Policy applies to all of Snipp’s survey research Panels, (each a “**Panel**” and collectively the “**Panels**”). All references in this Privacy Policy to Snipp include Snipp and its subsidiary and affiliated companies. All references to “us” or “we” refer to Snipp.

For the purpose of this Privacy Policy, the term “**Personal Data**” shall include, without limitation, your name, address(es), telephone number(s) (including home, mobile, and/or business telephone numbers), email address(es), date of birth, any unique identification number that we may assign to you (individually a “**UID**” and collectively “**UIDs**”), and reward, loyalty, or incentive account numbers.

### **2. Information you Provide**

We collect information from Panel members during and after registration, including, without limitation, during participation in a survey and in connection with the receipt and redemption of rewards and incentives. Information may be collected in various ways, including inquiry forms, registration forms, surveys, and contests. Snipp collects additional data included in your member profile you submit voluntarily. When you sign up for a Panel you will be asked to provide certain Personal Data and demographic information, including but not limited to your name, address, telephone numbers, email address, date of birth, racial and gender information.

When you join a Panel, we ask you to provide us with information such as your name, telephone number, and email address. We may use this information to send you a test email or text message, or make a test call and to confirm your identity. When you participate in surveys, you may be asked for your personal opinions, as well as demographic information, such as your age, type of job, and household composition.

We may also collect your telephone number in order to better facilitate your use of the Services. By way of example, and without any limitation, we may use your telephone number to identify you, or to send you reminders or other information, via voice or text message, about surveys you have participated in, or about future survey or other opportunities. We will not use your telephone number for sales or marketing purposes. By giving us your telephone number, you expressly consent to receive a phone call or a text message from us. For information on how to opt out of telephone communications, see the “How to Opt Out” section below.

If you earn more than a certain amount of money with us, we may be required by law to mail you a form to obtain your social security number, and send you a form with your name, social security number, and amount of money we have paid you for government tax reporting purposes.

In order to provide high quality service and to protect our members and the Website, we take steps to make sure that members provide honest and accurate information about themselves and to all survey questions to the best of their ability. These steps may include sending you a text message or email to confirm your contact information or asking you to provide personal information through security questions to help us verify your identity before you can redeem your points for rewards. Please contact support if you have any questions by sending an email to [CRHelp@Snippcheck.us](mailto:CRHelp@Snippcheck.us)

### **3. Information Automatically Collected.**

We automatically log Information about you and your computer. For example, when visiting any Website, we may log your computer operating system type, browser type, browser language, the website you visited before browsing to our Website, pages you viewed, how long you spent on a page, access times and information about your use of and actions on the Site. We may also offer social sign-on services that allow you to register for a Program using a third-party social networking site such as Facebook, Instagram, Google or Twitter. By using these services you allow us to access the available information from your third-party social network profile such as your name, age, gender, location, email address and list of friends. This Information may be used by us to administer the technical and operational aspects of the Site, and may include using your IP address to help diagnose problems with our server. Your IP address may also be used to gather broad demographic information for aggregate use. This enables us to safeguard the Program and diagnose problems in the operation of a Program.

### **4. Cookies.**

We may also log Information using “cookies”, in order to improve user experience. Cookies are small data files stored on your hard drive by a website. We may use both session Cookies (which expire once you close your web browser) and persistent Cookies (which stay on your computer until you delete them) to provide you with a more personal and interactive experience of the Program. Only the visited website will be able to read the contents of a particular cookie. Every cookie is unique to your web browser and contains anonymous information such as a unique identifier, the site name, and some digits and numbers. Cookies serve lots of different purposes like letting you navigate between pages efficiently, storing your preferences or settings, and overall improving your experience with our promotions. Cookies make the interaction between you and our client Program faster and easier, and results in making the Site more useful to you and to tailor the experience with us to meet your special interests and needs. Although most web browsers are initially set up to accept cookies, if you prefer, you can decline the placement of a cookie on your hard drive by using the appropriate feature(s) of your web browser software (if available) to delete the cookie. Please note, however, that certain areas on a web site may not function properly if your web browser does not accept cookies. We use this information, which does not identify individual users, to analyze trends, track users’ movements and to gather demographic information about the user base of both our client’s Program and the Site. We do not link this automatically-collected data to personally identifiable Information. In addition to our own methods of anonymous data collection, our clients may use other types of tracking technologies. Unless otherwise stated, the

use of cookies and other tracking technologies by our clients for the purpose of administering a Program is not covered by our privacy policy. We do not have access or control over these cookies. We do not support Do Not Track browser settings and do not participate in any Do Not Track frameworks that would allow us to respond to signals or other mechanisms from you regarding the collection of your personal information.

## **5. How We Use Your Information**

In addition to other purposes set forth in this Privacy Policy, we use information collected through our Services as follows: (i) to communicate with you regarding your membership with a Panel; (ii) to communicate with you regarding your participation in a survey(s); (iii) to tailor survey opportunities to you; (iv) to send you notifications of survey opportunities; (v) to comply with any and all legal obligations, including, without limitation, tax obligations; (vi) to administer and manage our reward and incentive programs and fulfill your requests for rewards and incentives; (vii) to facilitate your entry into sweepstakes and promotions and communicate with you regarding such entries (viii) to update our records; (ix) to comply with any data suppression obligations or requirements; (x) for identity verification and fraud detection and/or prevention purposes; and (xi) as otherwise permitted under to this Privacy Policy or as otherwise authorized by you.

## **6. Communications You May Receive**

We or our agents, processors, vendors or subcontractors may contact you or communicate with you as follows via email communications for the purpose of: (i) sending you survey invitations, (ii) communicating with you regarding your survey participation (past, present and/or future),(iii) communicating with you regarding reward or incentive information, inquiries, and redemption, (iv) communicating with you regarding sweepstakes or prize draw promotions, (v) sending you newsletters, (vi) sending you notices required to be provided under this privacy policy or required by law, (vii) communicating with you regarding promotions, (viii) responding to inquiries received from you, and (ix) sending you communications to confirm your identity and for fraud detection and prevention purposes.

By agreeing to become a Panel member, you agree to receive invitations to participate in surveys. You may unsubscribe from Panel membership at any time, see “How to Opt Out” below.

## **7. How We Share Personal and Other Information That We Collect With Third Parties**

We may disclose personal information and other information collected to third parties as follows: (a) With your consent, other than your consent to the processing and sharing described in this Privacy Policy and specifically this section; (b) Under applicable law or in response to a subpoena or an order of a court or government agency; (c) To establish, exercise, or defend legal claims of an individual or Snipp; (d) To establish or exercise our legal rights; (e) If we believe disclosure is necessary to investigate, prevent, or take action regarding illegal activity, suspected fraud or other wrongdoing; (g) To protect and defend the rights, property, or safety of our company, our employees, our users, or others; or to enforce Panel terms of use or other agreements or policies; (h) In connection with a corporate change such as a merger, our acquisition by another company, or a partial or total sale of our assets; (i) To authorized agents and/or vendors and subcontractors and clients, partners, who are providing services, including, without limitation, data append services, data validation services, fraud detection and/or prevention services, database-matching services, coding services, data segmentation services, and reward, and incentive related services, as well as market research partners that provide surveys; (j) Your information may be shared with third parties in aggregate form. Aggregated data does not include personally identifiable information. This means that your survey responses may be combined with the responses of others who participate in surveys and those gathered responses are reported to the third party that commissioned the study; (k) As otherwise permitted under this Privacy Policy.

## **8. Links to Third Party Websites**

This Privacy Policy applies solely to the Services and any Website and not to any other product or service. The Services and this website may contain links to a number of third party websites that we believe may offer services or useful information. In addition, when you navigate to a third party survey website, you may be asked to provide information to that third party website. The policies and procedures we described here do not apply to those websites. We recommend that you carefully read the privacy policies of each such third party website that you visit for information on their privacy, security, data collection and distribution policies.

**9. Security of Your Information**

Although “guaranteed security” does not exist either on or off the Internet, Snipp endeavors to protect your information using physical, electronic, and procedural security measures. These measures include safeguards to protect personal information against loss or theft, as well as unauthorized access, disclosure, copying, use and modification, consistent with generally acceptable standards.

**10. Special Note About Children**

We adhere to applicable laws and industry codes pertaining to the protection of children's privacy. Our Services are not designed or intended for use by any individual under the age of thirteen (13) and we do not knowingly collect Personal Data from anyone under the age of thirteen (13). If we become aware that we inadvertently collect Personal Data from anyone under this age threshold, we will promptly delete such Personal Data. Parents, guardians or other persons with parental rights are encouraged to contact us, as set forth below, to discuss this Privacy Policy and their rights to access, review, correct, delete or object to the processing of Personal Data of or about their child or children.

**11. Opting Out**

Panel members may opt-out by: (i) following the instructions provided in your membership account; (ii) clicking on the unsubscribe link contained in a survey invitation and following the instructions on the opt-out web page; or (iii) contacting us as at: [CRHelp@Snippcheck.us](mailto:CRHelp@Snippcheck.us) or by mail at:

530 Richmond St West, Rear Lower Level  
Toronto, Ontario M5V 1K4

**12. Contact Us**

If you wish to contact Snipp to correct, amend, or delete information (if Snipp is holding on to your Information as explained above), to communicate about privacy related issues, or for any reason at all, you may do so in one of two ways:

Via Email to:

[CRHelp@Snippcheck.us](mailto:CRHelp@Snippcheck.us)

Via Mail to:

530 Richmond St West, Rear Lower Level  
Toronto, Ontario M5V 1K4

**13. Changes to Privacy Policy**

We reserve the right, at any time and without notice, to add to, change, update or modify this privacy policy simply by posting such change, update or modification on the Website. Any such change, update or modification will be effective immediately upon posting on the Website.

We reserve the right, at our discretion, to modify our privacy practices and update and make changes to this Privacy Policy at any time. We encourage you to refer to this Privacy Policy on an ongoing basis. This Privacy Policy is current as of the “Updated” date which appears at the top of this policy. We will treat Personal Data in a manner consistent with the Privacy Policy under which it was collected, unless we have your consent to treat it differently. By using the Services or this website following any Privacy Policy change, you freely and specifically give us your consent to collect, use, transfer and disclose your Personal Data in the manner specified in such then-current Privacy Policy.