

PRIVACY POLICY

Peer Insight (“COMPANY” or “we,” “us,” and “our”) is committed to protecting the privacy and security of the data of its customers and website visitors. We want you to understand how we collect and use information from our website so you can interact with COMPANY with confidence. By using COMPANY’s website, peerinsight.com (“Site”), you accept and agree to the practices this Privacy Policy describes.

Privacy Policy Updates

- This Privacy Policy was last updated on September 20, 2017.
- We update the Privacy Policy from time to time, so please review it regularly. If we materially change our Privacy Policy, we will notify you by contacting you through your user account e-mail address or by posting a notice on our Site. Your continued use of the Site will be deemed your agreement that your information may be used in accordance with the new policy. If you do not agree with the changes, then you should stop using the Site and notify us that you do not want your information used in accordance with the changes.

Information We Collect

When you use with our Site, we may collect and use personally identifiable information about you, as well as other information. “Personally identifiable information” includes your name, address, email address, and other similar information that can be used to identify you. More specifically, when you use our Site, we may collect the following information:

- Details of your visits to our Site and the resources that you access, including, but not limited to, traffic data, location data, weblogs and other communication data, including your IP address, browser type, the date and time you accessed or left the Site, and which pages you viewed. Some parts of our Site use cookies, pixel tags (also known as “web beacons”), and other technologies to collect this information about your general internet usage. See the section below called “How We Use Cookies and Pixel Tags” to learn more.
- Information that you provide directly to us by filling in forms on our Site, including your name, email address, street address, or other information.
- Information provided to us when you communicate with us for any reason, including information you provide in emails you send us, or submissions you may make to our site.

How We Use Cookies and Pixel Tags

A “cookie” is a small computer file that is sent to your computer when you visit a website. When you visit the website again, the cookie allows that site to recognize your browser. Cookies may store user preferences and other information. You can reset your browser to refuse all cookies or to indicate when a cookie is being sent. Keep in mind, however, that some website features or services may not function properly without cookies.

A pixel tag is a type of technology placed on a website or within the body of an email for the purpose of tracking activity on websites, or when emails are opened or accessed, and is often used in combination with cookies.

While we use cookies and pixel tags, we do not track our users across websites or over time.

“Do Not Track” Requests

COMPANY’s Site currently does not respond to “do not track” or similar signals.

Use of Your Information

We use the information we collect from you primarily to enable us to provide our services to you in the best possible manner. In addition, your information may be used for the following purposes:

- To provide you, including via your email address, with information relating to our services; and
- To administer our Site, including by monitoring and analyzing our Site traffic and usage patterns.

Security

We use commercially suitable physical, electronic, and managerial procedures to safeguard and secure the information we collect on our Site. These procedures include, but are not limited to, firewalls, encryption, intrusion detection, and Site monitoring. We also limit access to any personally identifiable information we receive to employees who need access to that information in order to do their jobs. However, no data protection procedures are entirely infallible. As a result, while we strive to protect your personally identifiable information, we cannot guarantee that it will be 100% secure. Your transmission of your data to our Site thus is done entirely at your own risk.

Sharing Your Information

We may share your personal information as follows:

Generally: We may share your personal information with trusted third parties or our affiliates to:

- Assist us in providing our products and services to you, including by acting on our behalf to fulfil orders, deliver packages, send postal mail and email, remove repetitive information from customer lists, analyze data, process credit card payments, and provide customer assistance; and

- Compile statistics and reports regarding our audience and the users of our Sites, products, and services.

Such third parties have access to personal information as needed to perform their functions, but they are not allowed to use it for other purposes. We do not sell or rent personal information collected through COMPANY's Site to anyone.

Responding to Your Requests: When you provide us with personal information in connection with the Site's services, or similar request, we may use and share your personal information in one or more of the following ways:

- To contact you, including via email, to thank you for providing your request, to conduct satisfaction surveys, or for other administrative purposes related to your request.

Other Circumstances: We may disclose your personal information to third parties if we are involved in a merger, acquisition, or sale of any or all of our business and/or our assets to a third party, or if we have a good faith belief that disclosure is necessary to:

- Comply with applicable laws, regulations, legal process (such as a subpoena), or enforceable government request;
- Enforce applicable Terms of Service, including investigation of potential violations of such Terms, or to detect, prevent, or otherwise address fraud, security, or technical issues; and
- Protect against harm to the rights, property, or safety of COMPANY, our users, or the public as required or permitted by law.

Third Party Websites

COMPANY's Site may contain links to other sites, including those of third parties or business partners. While we seek to link only to sites that share our high standards and respect for privacy, we cannot be responsible for the privacy practices other websites use. By accessing other third party websites or applications through our Site, you are consenting to the terms and privacy policies of those websites. It is possible that other parties may collect personally identifiable information about your online activities over time and across different web sites when you use COMPANY's Site.

International Visitors

COMPANY's Site is hosted and operated in the United States ("US") and elsewhere in the world. By using the Site, you are consenting to the transfer of your personal information to the

US. If you are accessing a US-hosted COMPANY Site from outside the US, please be advised that US law may not offer the same privacy protections as the law of your jurisdiction.

Review and Correction of Your Information

You may review and edit the information COMPANY collected about you at any time by contacting us at the addresses below. If your information has been shared with a third party, as described elsewhere in this Privacy Policy, then that third party has received its own copy of your data. If you have been contacted by one of these third parties and wish to correct or delete your information, please contact them directly.

California Privacy Rights

California law allows California residents to ask companies with whom they have an established business relationship to provide certain information about the companies' sharing of personal information with third parties for direct marketing purposes. COMPANY does not share any California consumer personal information with third parties for marketing purposes without consent.

California customers who wish to request further information about our compliance with this law or have questions or concerns about our privacy practices may contact us using the contact information set forth below.

Users Only of Legal Age of Majority

Our Site is designed and intended for those who are at least 18 years old. By using our Site, you affirm that you are at least 18 years of age or older. We are not liable for any damages that may result from a user's misrepresentation of age. Under no circumstances may anyone under age 13 use our Site in any manner, including providing any information. Parents or legal guardians of children under 13 cannot agree to these terms on their behalf.

Contacting Us

We welcome any questions, comments, or complaints you may have regarding this Privacy Policy. Please do not hesitate to contact us by email at contactus@peerinsight.com or by writing to:

[Peer Insight](#)
[717 D St NW](#)
[Washington, DC 20004](#)