

ShopTalk Website Privacy Policy

Effective Date: February, 24 2016 (last updated February 24, 2016)

This Privacy Policy applies to the sites and apps where it appears.

This Policy describes how we treat personal information on the websites and apps where it is located. By interacting with us, you consent to these practices.

We collect information from and about you.

We collect contact information. For example, we might collect your name and street address if you register on our site. We also collect your phone number or email address.

We collect information you submit or post. We collect the information and materials you post in a public space on our site and your answers to our research surveys and discussions. This might include photos or videos you post. We also collect information when you contact us.

We collect demographic information. We collect information like your gender and age. We also collect your zip code. We might collect this when you contact us or register.

We collect other information. If you use our website, we collect information about the browser you're using. We might look at what site you came from, or what site you visit when you leave us.

We collect information in different ways.

We collect information directly from you. We collect information if you register with us or post information on the site. We also collect information if you contact us or complete a survey.

We collect information from you passively. We use tracking tools like browser cookies and web beacons. We collect information about users over time when you use this website. We may have third parties collect personal information this way. Learn more about these tools and how you can control them, read the [“choices” section](#) below.

We get information about you from third parties. Our business partners may give us information about you. Social media platforms may also give us information about you.

We combine information. We may combine information that we have collected offline with information we collect online. Or we may combine information we get from a third party with information we already have.

We use information as disclosed and described here.

We use information to respond to your requests or questions. We might use your information to respond to your feedback. We may use your information to notify you if you earned points.

We use information to improve our products and services. We may use your information to make our website and services better. We might use your information to customize your experience with us. We may combine information we get from you with information about you we get from third parties.

We use information for security purposes. We may use information to protect our company, our clients, and our community members.. We also use information to protect our websites.

We use information for marketing purposes. For example, we might provide you with information about new products and special offers about the community. We might also use your information to serve you studies that pertain to your profile or interests. We might tell you about new community features or updates. These might be third party offers or products we think you might find interesting. If you register with us, we'll enroll you in our

community email newsletter. To learn about your choices for these communications, read the “choices section below.

We use information to communicate with you. We will communicate with you about your account or our relationship. We may contact you if your account is inactive for a certain amount of time. We may contact you about your feedback. We might also contact you about this Policy or our website Terms.

We use information as otherwise permitted by law or as we may notify you.



We may share information with third parties.

We will share information within the Critical Mass family of companies in accordance with applicable law. This includes our parent, subsidiary, and affiliated companies.

We will share information with third parties who perform services on our behalf. We share information with vendors who send emails for us. We may also share information with companies that operate our websites or fulfill rewards. We may also share information with companies that conduct our statistical analysis on studies.

We will share information with our business partners in accordance with applicable law. These partners may send you information about events and products by mail or email.

We will provide results of our research to our clients. This includes responses to survey questions, content you post, and contents of discussions.

We will share information if we think we have to in order to comply with the law or to protect ourselves. We will share information to respond to a court order or subpoena. We may share it if a government agency or investigatory body requests. We might share information when we are investigating potential fraud.

We may share information with any successor to all or part of our business. If part of our business was sold we may give our customer list as part of that transaction.

We may share information for other reasons we may describe to you.



You have certain choices about how we use your information.

You can opt out of receiving our marketing emails. To stop receiving our promotional emails, email us at support@shoptalkforum.com or follow the instructions in any promotional message you get from us. Even if you opt out of getting marketing messages, we will still send you transactional messages. These include responses to your questions. If you object to our use of your information for direct marketing purposes, please email us at support@shoptalkforum.com.

You can control cookies and tracking tools. Your browser may give you the ability to control cookies or other tracking tools. How you do so depends on the type of tool. Certain browsers can be set to reject browser cookies.

Our Do Not Track Policy: Some websites have “do not track” features that allow you to tell a website not to track you. These features are not all uniform. We do not currently respond to those signals. If you block cookies, certain features on our sites may not work. If you block or reject cookies, not all of the tracking described here will stop.

Options you select are browser and device specific.



Your California privacy rights.

If you reside in California, you have the right to ask us one time each year if we have shared personal information with third parties for their direct marketing purposes. To make a request, please send us an email at

support@shoptalkforum.com, or write to us at the address listed below. Indicate in your letter that you are a California resident making a “Shine the Light” inquiry.

 **These sites and apps are not intended for children.**

Our sites and apps are meant for adults. We do not knowingly collect personally identifiable information from children under 13 without permission from a parent or guardian. If you are a parent or legal guardian and think your child under 13 has given us information, you can email us at support@shoptalkforum.com. You can also write to us at the address listed at the end of this policy. Please mark your inquiries “COPPA Information Request.” Parents, you can learn more about how to protect children’s privacy on-line [here](#).

 **We use standard security measures.**

The Internet is not 100% secure, though. We cannot promise that your use of our sites will be completely safe. We encourage you to use caution when using the Internet. This includes not sharing your passwords. We also keep information as otherwise required by law. We keep personal information as long as it is necessary or relevant for the practices described in this Policy.

 **We may store information both in and outside of the United States.**

Information we maintain may be stored both within and outside of the United States. If you live outside of the United States, you understand and agree that we may transfer your information to the United States. We will do so in accordance with applicable law. Please note that U.S. laws may not afford the same level of protection as those in your country.

 **We may link to other sites or apps or have third party services on our platforms we don’t control.**

If you click on a third party link, you will be taken to websites or platforms we do not control. This policy does not apply to the privacy practices of that website or platform. Read other companies’ privacy policies carefully. We are not responsible for these third parties.

 **Feel free to contact us if you have more questions.**

If you have any questions about this Policy or want to correct or update your information, please email us at support@shoptalkforum.com. You can also email us if you want to access or delete your information.

You can also write to us or call at: Community Help
Critical Mass Inc.
Attention: Curious Research Department
225 North Michigan Ave. #2050
Chicago, IL 60601
Phone: (312) 288-2500

 **We may update this Policy.**

From time to time we may change our privacy policies. We will notify you of any material changes to our Policy as required by law. We will also post an updated copy on our website. Please check our site periodically for updates.

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