



Limelight
Insights
by Shugoll

PRIVACY POLICY

Limelight Insights is committed to maintaining the confidentiality of our research participants and clients.

OUR COMMITMENT TO RESEARCH PARTICIPANTS

- Limelight Insights will observe the confidentiality of all participants in our research studies. Participant information will only be used for legitimate research purposes.
- Participant information collected in our database is used solely by employees of Limelight Insights for targeting people for participation in research studies. Our database information is never sold or given to outside parties.
- Information gathered for individual research studies is used only to determine whether a participant qualifies for that particular study.
- Limelight Insights does not provide the last names of participants to sponsors of research studies without the permission of the participant. This information may be provided only for legitimate research purposes.
- Limelight Insights does provide participant contact information for limited studies strictly for validation purposes. Clients must sign a confidentiality agreement with Limelight Insights before receiving this information.
- To ensure that employees of Limelight Insights adhere to our privacy policies, all employees of Limelight Insights are required to sign a confidentiality and non-disclosure statement.
- Participant information may be provided to third parties for the purpose of distributing informational material about Limelight Insights to research participants. Participant information will remain the sole property of Limelight Insights and will only be used for business activities related to Limelight Insights. Third parties must agree to maintain the confidentiality of information provided to them and may not disclose this information to any other party or use the information for any other purpose.

OUR COMMITMENT TO CLIENTS

Limelight Insights is committed to protecting the confidentiality of our clients' business activities. All employees are required to sign a non-disclosure agreement and are thoroughly briefed and trained on an ongoing basis to honor this commitment.

WEB SITE PRIVACY POLICY

We are committed to protecting your privacy at Limelight Insights. We will not collect any personal information from you that you do not volunteer, and we are the sole owner of all information collected on this site. We do not sell, share, or rent this information to others in any way that has not been mentioned in this statement.

Third parties

Limelight Insights may provide third parties with aggregate statistics about our customers, traffic patterns, and related site information. This data reflects site usage patterns gathered during thousands of customer visits to our Web site each month but does not contain behavioral or identifying information about any individual member unless that member has given us permission to share that information. We may also provide log files and other databases of user information to third parties for analysis, so we can get a better understanding of traffic through our site and thus improve our content offerings. Limelight Insights also may use third party companies to provide delivery of e-mail newsletters and other messages over e-mail. Any information provided to a third-party for the purposes of marketing, advertising, or analysis of web site usage, will remain the sole property of Limelight Insights, and all third-party contractors must sign a confidentiality and non-disclosure agreement before attaining this information. Also be aware that we may buy and sell business assets and/or divisions; customer information is generally part of such a sale.

Security

We use reasonable precautions to keep the personal information you disclose both in your browsing and your purchases and to only release this information to third parties we believe share our commitment to privacy. However, we are not responsible for any breach of security or for the actions of these parties.

Obtaining your consent

By using our Web site, you give Limelight Insights permission to collect information about the pages served to you as an anonymous user for the purpose of calculating aggregate site statistics. If you register at Limelight Insights, you authorize us to use information you provide to personalize the information we deliver to you and to use your demographic information when calculating aggregate customer data. Limelight Insights may occasionally amend this policy. We suggest that you bookmark this page and check to see if it has changed from time to time.