

Study Name: Increasing Understanding of Digital Advertising: Awareness, Receptivity & Comprehension (ARC) Experiment
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Privacy Policy

RTI International is collecting information from you for a survey and may use the information you provide for any of the following reasons:

- Make our website and our online activities better;
- Answer your questions;
- Learn more about other people like you;
- Pay you for taking our survey;
- Help us make better surveys;
- Enhance other information we have about you directly or from other sources to help us better detect and prevent fraud, and maintain the integrity of the data.

If we want to use information we learn about you for another reason, we will first ask you if that is ok. The only time we would turn over information about you to someone else without asking you first is if we are required to by law. We may use other information about the kind of device you use, and the activities you do online, in order to make our own surveys or websites better.

We will protect the information we collect as much as possible. However, since this survey is online, there is still a very small chance that other people may see some information about you in the event of a security breach. This is a risk that is part of using the internet. We will do our best to make sure this does not happen and will notify you if we become aware that something like this occurs.

We will do our very best to not tell others about personal information we learn about you, including your email address, date of birth, or other information. There is still a chance that someone may find out about this information.

It is not possible to promise that this will not happen. Please read about how other websites may use your information.

We follow the laws of the United States, where RTI International is based. Other countries have their own laws about what kind of information can be collected and shared about how people use the Internet. We follow a set of laws written by the United States' Department of Commerce called "Safe Harbor Principles." You can learn more about this by viewing this document: <https://legacy.trade.gov/publications/pdfs/safeharbor-selfcert2009.pdf>.

Your personal information will not be connected to the answers you provide in the survey. However if at any time you would like to have your information erased from our records, please contact our data management team at surveys@rti.org.

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