



no guess work. pure science.

## [www.designinteractive.net](http://www.designinteractive.net) Privacy Policy

Design Interactive, Inc. provides engineering services and consulting in Usability Engineering/User-Centered Design, Training Systems Design and Evaluation, Human-System Integration (HSI), and Next-Generation HSI Research. Design Interactive, Inc. is committed to safeguarding your privacy and created this Privacy Statement in order to demonstrate our firm commitment to protecting the privacy of participants participating in our studies.

By participating in our research you consent to our gathering, use and disclosure of your information, as described in this Privacy Statement and the other documents, agreements and materials incorporated therein (collectively referred to as the "Rules").

This Privacy Statement explains the following:

1. What information does Design Interactive, Inc. gather?
2. How does Design Interactive, Inc. gather information?
3. How does Design Interactive, Inc. use the gathered information?
4. With whom does Design Interactive, Inc. share information we gather?
5. How does Design Interactive, Inc. protect your personal information?

### **1. What information does Design Interactive, Inc. gather?**

Design Interactive, Inc. gathers information about you and your use of products and services as set forth below.

- **Information about you.** Design Interactive, Inc. collects personal information about you including, without limitation, personally identifiable information (such as your name, address, phone number and e-mail address) and demographic information (such as age, gender, education background, computer experience).
- **Information about your use of Products/Services.** Design Interactive, Inc. collects information about your use of products/services including, without limitation, data about your general attitudes toward, perceptions of, behaviors relating to, motivations for use of, primary needs for, expectations of, and functions performed by a given product/service under evaluation.

**2. How does Design Interactive, Inc. gather information?** Design Interactive, Inc. gathers information that you submit on via surveys, questionnaires, or other forms. Design Interactive, Inc. gathers information about your use of the product/service under evaluation during use of that product/service, and you understand that you are not anonymous to us.

**3. How does Design Interactive, Inc. use the gathered information?** Design Interactive, Inc. uses your information to make your use of the product/service under evaluation more usable and convenient. Design Interactive, Inc. uses your information to send information regarding future product/service evaluation opportunities.

- Design Interactive, Inc. uses your information to enhance the design of and interaction with products/services.
- Design Interactive, Inc. uses your information to contact you with respect to future product/service evaluation opportunities.

#### **4. With whom does Design Interactive, Inc. share information we gather?**

- Design Interactive, Inc. will not disclose your personally identifiable information to any third party, except if you have given us your consent for such disclosure or if the disclosure is described below. Design Interactive, Inc. may share your non-personally identifiable information with third parties.
- If Design Interactive, Inc. sells, assigns or transfers its business, your personally identifiable information may be sold, assigned or transferred as a part of such transaction.
- Design Interactive, Inc. may disclose your personally identifiable information, any communications sent or received by you, and any other information that we may have about you as follows: as may be required by law, regulation, rule or court order; pursuant to requests from governmental agencies or law enforcement authorities; as necessary to identify, contact or bring legal action against someone who may be violating the Law; or to protect Design Interactive, Inc., our clients or other third parties including, without limitation, other emergency situations.

**Third Party Sites and Co-Branded Services.** Design Interactive, Inc. may advertise, promote, reference, recommend or provide links to third party sites, services and products. These third parties may have their own privacy policies, which may not comply with this Privacy Statement, even if the site, service or product is branded with the Design Interactive, Inc. logo or name. Design Interactive, Inc. IS NOT RESPONSIBLE FOR THE PRIVACY PRACTICES OF SUCH THIRD PARTIES OR ANY OTHER THIRD PARTIES. Design Interactive, Inc. recommends that you review the privacy policies of any such third parties.

**5. How does Design Interactive, Inc. protect your personal information?** Access to personal information is limited to employees whom we believe reasonably need to come into contact with that information in order to assess the product/service under evaluation. We have implemented technologies and policies with the objective of protecting personal data from unauthorized access and improper use and will update these measures as new technologies become available. While Design Interactive, Inc. believes that it has implemented reasonable security, Design Interactive, Inc. cannot guarantee that our security measures will prevent unauthorized third parties, such as those committing theft, from obtaining or accessing your information.

#### **6. Data integrity**

Design Interactive, Inc. processes personal information only for the purposes for which it was collected and in accordance with this policy or any applicable service-specific privacy notice. We review our data collection, storage and processing practices to ensure that we collect, store and process only the personal information that is needed to provide or improve products/services. We take reasonable steps to ensure that the personal information we process is accurate, complete and current, but we depend on our users to provide accurate data.

#### **7. Implication of consent**

We ask you to read this privacy policy carefully.

By participating in our research, you consent to Design Interactive, Inc. using and collecting the information you provide for the purposes of product/service evaluation.

Please refer to this policy before participating in our research or sharing personal information.

Any dispute that may arise over privacy will be subject to this policy.

## **8. Changes to this privacy policy**

Design Interactive, Inc. may update this policy from time to time. We therefore ask you to check it occasionally to ensure you are aware of the version that will apply each time you participate in our research. We will not reduce your rights under this policy without your explicit consent, and we expect most such changes will be minor. We will notify you of significant changes in the way we treat personal information by placing a prominent notice on our site.

Questions and suggestions

If you have questions or suggestions, you can contact us at:

[info@designinteractive.net](mailto:info@designinteractive.net)

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