

Online Privacy Policy

Acting as good stewards of the information that we collect is important to us at Populytics. It is our policy that any personal information collected in forms on our website or that is available through the use of our portals is kept private and confidential.

The methods of collecting, using, storing and sharing personal information we collect or that are available through the use of our portals on Populytics websites, applications or services are described in detail in this policy. By using Populytics websites, applications or services, you acknowledge that you are aware of and accept these practices.

Terms and Conditions of Use of Populytics websites, applications or services can be found at the following link: [Terms and Conditions of Use](#)

Types and Uses of Information Collected

When you request information from Populytics through an online request form, you may be asked to provide personal information including your first name, last name and your email address. A request for information may include, but not be limited to, filling out a form on www.Populytics.com to request information about one of our services, registering to attend an event or class held by Populytics, submitting a question, registering for an account and/or updating or creating a profile on www.Populytics.com or www.MyPopulytics.com. The information that you provide will be used to follow-up with you on your request. In order to respond appropriately, more information may be requested including, but not be limited to, your postal address, telephone number and contact preferences.

When you submit information digitally to Populytics, such as through online forms on www.Populytics.com, technical information such as your browser type or IP address may be collected to ensure technical functionality or to address any inappropriate use of our website. An IP address is a number that is assigned to your computer when you access the Internet, therefore it is not personally identifiable information because many different individuals can access the Internet via the same computer. We use this information in aggregate form to understand how our websites, online advertisements and other digital content are being used and how to better adjust them to serve our visitors.

Storage and Access of Information Collected

Populytics may access collected customer information for the purposes of providing requested and related services, preventing or addressing service or technical problems, preventing or addressing customer support matters, or as may be required by law. The personal information provided is securely stored and is only accessible by staff members with a business need to access and use that information. Your information will be retained for as long as your account is active or as needed to provide you services, comply with our legal obligations, resolve disputes, and enforce our agreements.

Use of Information Collected by 3rd Parties

Populytics may share minimum necessary information collected with other companies that work on Populytics' behalf in order to further the purpose for which you provide the information, such as fulfilling information requests, forwarding complaints, or if release is required by law or is pertinent to judicial or governmental investigations or proceedings. For the exception of required by law requests, Populytics policies in place to ensure that the appropriate agreements have been executed with a third party prior to disclosing data. Populytics does not share, sell, rent, or trade personally identifiable information with third parties for their promotional purposes.

Information collected may be matched or merged with general market data, such as that licensed for business use by Experian, Inc. or collected through claims, in order to build segmented profiles of customers for marketing and market research purposes. These segments do not identify personally identify customers.

Cookies, Online Advertising and Other Tracking Technology

Populytics uses common Internet technologies, such as cookies, website statistics tracking through Google Analytics, display and pay-per-click advertising (including remarketing) through Google AdWords and customer relationship management (CRM) marketing tools to keep track of interactions with our network. These technologies may be in place and active on Populytics websites, applications or services.

Cookies, web beacons/pixel tags, log files and other technologies may be used to collect information about visitors to our website, use of our online services, and interactions with our emails, advertisements and other marketing content. Collected information may include, but not be limited to, browser type, operating system and IP address. This data may be merged with your behavior and interaction data, such as what pages you viewed or links you clicked. Collecting this information, and at times linking it with personally identifiable information that you have provided to us, helps customize our websites, applications and services to suit your needs.

Statistics that show the daily number of visitors to our sites, the daily requests we receive for particular files on our websites, and what countries those requests come from are compiled on a frequent basis for the purposes of improving our websites, applications and services. These aggregated statistics are used internally and may also be provided to others. These statistics do not contain personally identifiable information and cannot be used to gather such information.

Third party advertising networks may be used in our marketing activities. These advertisers and ad networks may use technology, such as cookies and web beacons/pixel tags, in order to track the effectiveness of our advertisements. These technologies will also send these advertisers and ad networks information including your IP address, ISP, browser type, and whether you have Flash installed. These advertisers and ad networks also may use anonymous demographic and preference data received from third parties to assist in the delivery of advertisements to you. Relevant advertisements may be shown to you by these providers based on your online behavior, search activities and demographic information.

Your Communication and Tracking Preferences

Changing or updating your personal information

You may change or update your personal information and/or health-related personal information at any time using the following options:

- Accessing your personal profile and changing it on www.MyPopulytics.com.
- Contacting us using the methods outlined on www.Populytics.com, www.MyPopulytics.com or the back of your ID card.

Removing or deleting your personal information

You may remove previously provided personal and/or health-related personal information at any time using the following option:

- Contacting us using the methods outlined on www.Populytics.com, www.MyPopulytics.com or the back of your ID card.

Please be aware that it may not be technically possible to remove or delete all of the information that you have provided to us. We take frequent back-ups of our systems to protect information from inadvertent loss. This means a copy of your personal information may exist in a non-erasable form that may be difficult or impossible to locate. Upon receiving your request, we will try to remove or delete all personal information and/or health-related personal information stored in the databases that we use for research and daily business activities. We will not intentionally disclose any personal information stored in a non-erasable format after receiving your request for removal, except as required by law.

Additionally, there may be restrictions on your ability to correct, update or remove the information that you have entered into your personal and/or health-related personal record. If your doctor or another health care professional has access to add information to your record, your personal record could be considered an official medical record for legal purposes. In this case, information cannot be deleted or removed, only updated or annotated.

Opting out from Promotional Email and SMS Communications

When you contact us or register with our site, you may be given the option of receiving e-mail and text messages (SMS), as applicable, with information that we think you might find useful including, but not limited to announcements of new services or events, and products and newsletters on particular health topics.

Please note that by disabling or opting-out from the use of these communications or technologies, you may not be able to take full advantage of the features and information from websites, applications or services provided by Populytics.

Opting out from Tracking Technologies

You can set your Internet browser settings to stop accepting new cookies, to receive notice when you receive a new cookie, to disable existing cookies, and to omit images (which will disable pixel and other invisible tracking tags that may be in use). These settings will vary depending on your browser. Note that the opt-out will apply only to the browser that you are using when you adjust your tracking settings or cookie preferences. If you switch from Internet Explorer to Google Chrome browser, for example, the tracking may be put back in place. Additionally, our system may not respond to Do Not Track requests or headers from some or all browsers.

Please note that by disabling or opting-out from the use of these communications or technologies, you may not be able to take full advantage of the features and information provided on Populytics websites, applications or services.

Information Privacy and Security Program/PHI

Populytics has implemented a comprehensive information privacy and security program to ensure the availability, privacy, security and integrity of its data, as required by federal privacy and security regulations.

PHI is stored and made electronically available based on the terms of the license agreement and/or terms and conditions required for registration prior to the creation or use of any accounts.

Updates to Our Privacy Policy.

This policy was last updated in April 2018.

Populytics reserves the right to modify our policy at any time by making updates to this page. Any modifications made to this page and the policy outlined shall be effective immediately upon being posted. Your continued use of any Populytics websites, applications or services following the posting of the updated policy will mean that you agree to the modified policy for the use of these resources.