

Think Pink Idea Consulting LLC is committed to the protection and safeguarding of personal data collected from persons who are (a) consumers, (b) patients relating to health information and (c) business individuals or entities relating to business information.

### **Your Privacy Is Important To Us**

Think Pink Idea Consulting LLC respects the privacy of respondents and individuals who respond to electronic information requests. To protect the identity and confidentiality of participants, Think Pink Idea Consulting LLC does not resell or redistribute information linked with your personal identification to anyone outside of our company without your expressed permission. Additionally, Think Pink Idea Consulting LLC complies with all market United States research industry codes and standards as well as all relevant federal and state laws with respect to privacy including, but not limited to, the Health Insurance Portability and Accountability Act of 1996 (“HIPAA”), the Child Online Privacy and Protection Act (“COPPA”), the General Data Protection Regulation (“GDPR”) (Regulation (EU) 2017/679 and the recently enacted California Consumer Privacy Act (CCPA).

### **Information We Collect**

The information we collect may change from time to time based on the requirements of the research project. Here are some examples of information we will collect:

Contact Info, such as name, birthdate, email address, mailing address, phone numbers, details of your experiences on or in the particular subject matter of a study.

Business Related information to determine if your business meets the criteria of our research project such as number of employees, annual sales, number of locations.

Demographic information such as age, gender, political affiliation, and other background information. We are often seeking a representative mix of a geographic area or purchasing segment and will limit our search to a specific number of individuals who meet such demographics.

### **Data Security**

Information collected is typically retained for a period of 5 years from the date of your participation but can vary based on obligations within our research projects. Our websites and application housing personal information we collect use industry standard encryption. To prevent unauthorized access, maintain data accuracy, and ensure the correct use of information, we have put in place industry standard physical, electronic, and managerial procedures to help safeguard the information we collect.

Our website may use a technology called a “cookie”. A cookie is a piece of information that our webserver sends to your computer when you access a website. Then, when you visit our site again, our server will detect whether you have one of our cookies on your computer. Cookies help provide additional functionality to the site and help us analyze site usage more accurately.

Our sites are not intended for, or designed to attract, individuals under the age of 18. We do not collect personally identifiable information from any person we actually know is an individual under the age of 18 without explicit parental or guardian consent.

Our sites do not accept any electronic payments for any services rendered.

The information we collect is used to help our clients develop, deliver, and improve their products and services based on your input.

By providing your wireless phone number to Think Pink Idea Consulting LLC you agree and acknowledge that Think Pink Idea Consulting LLC and its clients may call and send text messages to your wireless phone number for the purpose of a market research project or related purpose. You acknowledge that this consent may be revoked at your request at any time but until then you may receive calls and text messages from Think Pink Idea Consulting LLC work and its clients to your wireless number.

Your information is safe with us. Think Pink Idea Consulting LLC will not sell, distribute, or otherwise release personally identifiable information it collects to a third party.

Notwithstanding the foregoing, if it becomes necessary by law or legal process for Think Pink Idea Consulting LLC to disclose your personal information, we may do so upon determination that such disclosure is legally necessary. In addition, in the event of Think Pink Idea Consulting LLC reorganization, merger, or sale, we may transfer any and all personal information to the relevant third party.

## **Privacy Rights Under GDPR and CCPA**

Transparency and the right to information. Through this policy we explain how we use and share your information. However, if you have questions or need additional information you can contact us any time.

Right of access, restriction of processing, erasure/opting out. You may contact us to request information about the personal data we have collected from you and to request the correction, modification or deletion of such personal information, which requests we will do our best to honor subject to any legal, ethical and contractual obligations. To make a request or to ask us a question about our data practices, please contact us via email at [kara@thinkpinkideas.com](mailto:kara@thinkpinkideas.com).

Right to withdraw your consent at any time. When we process your personal data based on your consent, you have the right to withdraw it at any time.

Right to object at any time. You have the right to object at any time to receiving marketing or promotional materials from us by either following the opt-out instructions in commercial e-mails or by contacting us, as well as the right to object to any processing of your personal data based on your specific situation. In the latter case, we will assess your request and provide a reply in a timely manner, according to our legal, ethical and contractual obligations. Some non-marketing communications are not subject to a general opt-out, such as communications about transactions and disclosures to comply with legal or ethical requirements.

Right to data portability. You have the right to data portability of your own personal data by contacting us.

Right not to be subject to an automated decision, including profiling. We do not make automated decisions using your personal data that may negatively impact you.

Right to lodge a complaint with a supervisory authority. If you consider that the processing of your personal data infringes your privacy rights according the European Privacy regulation, you have the right to lodge a complaint with a supervisory authority, in the member state of your habitual residence, place of work, or place of the alleged infringement. If you are visiting our Site from outside the United States, please be aware that your information will be transferred to and stored and processed in the United States where our servers are located and our central database is operated. The data protection and other laws of the United States and other countries might not be as comprehensive as those in your country. By visiting our Site or using our services, you understand that your information will be transferred to our facilities and those third parties with whom we share it as described in this Privacy Policy.

From time to time, we may send you notices. We may also send you announcements of the latest news, products, and availability of upcoming research projects. Participation is voluntary and constitutes an independent contractor relationship, not an employment relationship. You will not be discriminated against for exercising any of the privacy rights conferred to you by law.

To request information or to unsubscribe: [kara@thinkpinkideas.com](mailto:kara@thinkpinkideas.com).

## **Changes to Our Privacy Policy**

We reserve the right to change our policy at any time by providing updated information on this page. This policy was last modified on December 18, 2021.