



## PRIVACY POLICY

FUEL and Focus Room consider privacy of our respondents a paramount concern. Since we are in contact with consumers and business professionals on a daily basis, we often obtain confidential information from such persons ("Personally Identifiable Information or PII"). It is our policy to allow potential respondents to provide as much or as little PII to us as they feel comfortable doing.

Upon review and acknowledgement of our policy, we hope you will feel comfortable that our practices allow us to recruit the best respondents for marketing research while maintaining the integrity of our database and the confidential nature of the PII contained within.

## CONTACTING YOU

The PII that you supply, including your name, profile and preferences will allow us to contact you via email, phone or text to determine whether you are willing to participate in our research studies. We recruit respondents based on demographic and psychographic data, including zip code, ethnicity, lifestyle, values, product preferences, medical conditions etc. Registering your profile data does not guarantee participation or compensation.

## PRIVACY AND DATA PROTECTION GUIDELINES

In order to protect the privacy of consumers and business professionals, FUEL and Focus Room companies adhere to the following guidelines:

1. All PII obtained shall be lawfully collected, compiled, stored, allowed access to, processed and utilized by FUEL and Focus Room companies
2. Participation in all research projects is voluntary and respondents may opt out of any research project, at any time.
3. All PII obtained shall be treated confidentially, shall be used for marketing research purposes only and shall not be disclosed to any person not employed by FUEL and Focus Room companies.
4. All PII obtained shall not be disclosed to any client other than for lawful marketing research purposes only.
5. FUEL and Focus Room will not transfer personal data to a country or territory outside the U.S. or the European Economic Area unless that territory or country ensures an adequate level of protection for the rights and freedoms of data subjects.
6. FUEL and Focus Room adhere to the [Market Research Association Code of Market Research Standards](#).

To opt out of our research database or for questions relating to our privacy policy, please contact us at [info@fuelyourworld.com](mailto:info@fuelyourworld.com).