

Privacy Policy

dtw Research, Inc.

This Privacy Policy is effective as of July, 2016

About dtw Research, Inc.

dtw Research, Inc. (“dtw” or “we”, “us” or “our”) is a pharmaceutical marketing and industry specific resource company. Our customers and visitors to our websites (the “Sites” and each a “Site”) are generally owners, employees and/or consultants of or to pharmaceutical companies, marketing research companies, advertising and public relation companies. **Our products, services and our Sites are not intended for individuals for their personal use.** Further, access to certain secured areas of our Sites is restricted to persons working for or employed by companies that have either purchased a subscription to our proprietary database, or placed orders with us to receive access to other products and services through our Sites for the subject company’s business needs. Your use of our Sites and our products and services are governed by our Terms of Use [<https://secure.dtwresearch.com/cdpromoterms.php>], this Privacy Policy and, where applicable, your company’s subscription purchased from, or purchase order placed with, dtw. **You should familiarize yourself with the terms of your company’s agreement with dtw, as your misuse of our Sites, products and/or services may expose you and your company to liability.**

Changes to This Privacy Policy

Any or all of this Privacy Policy may be changed at any time without notice to you. Your use of our Sites, and your use of or access to our products and services immediately after such changes are posted will mean you accept such changes. Therefore, each time you use our Site, or access our proprietary database or other products and services, you should review this Privacy Policy.

To update information on your contact information, please contact us at dtw@dtwresearch.com or by mail at dtw Research, Inc., 4812 First Coast Highway, Fernandina Beach, Florida 32034, Attention: Website Caretaker.

By purchasing a subscription, or placing a purchase order with dtw through our Sites, you and your company expressly consent to and agree to the terms and conditions of this Privacy Policy, including our use and disclosure of your information in accordance with this Privacy Policy and our Terms of Use [<https://secure.dtwresearch.com/cdpromoterms.php>]. **If you do not agree, then please do not use our Websites to access our products and/or services. Further, as a visitor to our Websites, you are also bound by the Terms of Use and this Privacy Policy – regardless of whether your company purchases products or services from us. IF YOU DO NOT AGREE WITH THIS PRIVACY POLICY OR OUR TERMS OF USE, PLEASE DO NOT USE OUR SITES.**

When you enter our Site to access certain protected areas and products you are asked to register (your “Registration Data”). If you wish to have your Registration Data removed by us, please send an email to dtw@dtwresearch.com. Please note that you will not then be able to access certain products and services on our Sites, including our proprietary database.

Your company may remove your credentials from our system if you are no longer employed by the company, if your company’s subscription for our database is terminated or otherwise. We assume no liability for your company’s removal of your credentials.

You also represent and confirm by accessing and using our Sites that you are at least eighteen (18) years old and have agreed to this Privacy Policy.

Types of Private Information

dtw recognizes three types of private information.

- **Contact Information:** includes your name, your company name, your company address, company telephone number, company email address, or other limited personally-identifiable information. We also store an encrypted version of the password you select to access the dtw Database. **We do NOT gather personal telephone numbers, home address or other similar information. PLEASE DO NOT PROVIDE SUCH INFORMATION TO DTW. Please see our Terms of Use [https://secure.dtwresearch.com/cdpromoterms.php] for import information about passwords.**
- **Subscription Information:** includes your preferences for e-Alerts, online surveys, CD Promo login information, PMRD reports, and similar items related to the content provided to you by dtw.
- **Transactional Information:** includes all information relating to the purchasing of goods and services from dtw or a Third Party Provider, e.g., a credit card number or order confirmation number. **You should only use corporate account information for purchases of goods and services through our Sites. Please do not to use your personal account information.**
- **Non-personally identifiable information.** We collect non-personally-identifiable information from you through our Sites, which we track and store, such as the use of the Sites and our products offered thereon, when and how many times you and other persons from your company use, access or download information from and/or through our Sites and your password and your company’s portals.

We may also collect certain non-personally identifiable information from your and your company’s browser, including domain names, IP addresses, browser information, operating system information, or information on what users access, utilize or visit on the Sites.

How dtw Collects Private Information

When your company or you, on behalf of your company, purchases a subscription to our proprietary database or places an order for other proprietary dtw products, we collect your name, your company name, and your company email address. **If you do not wish your company to provide to us any information, you must so advise your company. We assume no liability for your company's disclosure to us of your name, company email and/or company telephone number.**

We may use 'cookies' to enhance your online experience with the dtw. A 'cookie' is a small file that your Web browser will place on your hard drive or device. It allows us to remember you and keep track of your preferences and passwords. Use of cookies allows us to deliver content specific to your interests and to save your password so you don't have to re-enter it each time you visit our Sites. You can set your browser to reject cookies; however, this may affect your use of our sites.

Third Party Advertisers.

We may use and/or permit outside companies and third parties acting on their behalf to display ads on our Sites. These ads and notices may contain cookies. Third parties also may post content to our Sites. These postings may also contain cookies.

SPECIAL NOTICE: Any comments, troubleshooting questions, suggestions and the like that you submit to us via our Sites are not protected by this Privacy Policy and may be shared with third parties, whether by us or by other visitors to our Sites. **Accordingly, you agree that you are posting such information at your own risk such that you should not post any such information that you do not want shared with others.**

Who Collects, Processes, Stores, or Views Your Information

We use third party providers to process online credit card payments for our products and services. Such third party providers may ask you to provide certain information which will be stored and processed by such third party providers necessary to complete your transaction and in accordance with such third party's privacy policy. Such third party providers may provide certain information to us; however, credit card numbers provided to such third party providers are not provided or stored by us. We urge you to review such third party providers' privacy policies. **We assume no liability for such third party providers' storage and use of your payment and other information.**

Third parties may be engaged by us to perform a variety of services and functions, including providing technical and hosting services for our Sites. These third parties may have access to your personally-identifiable information if necessary to perform such services and functions; however, they are only authorized to use such personal information for the purpose of

performing such services and functions, and are not authorized by us to use your personally-identifiable information for any other purpose. In addition, dtw may transfer your personally-identifiable information in connection with the sale of dtw's assets, or a sale of any of its products or services or in connection with a merger or acquisition of dtw.

How Private Information Is Used and/or Shared

Contact information is collected during the registration process and is part of your Registration Data. dtw requires this information to fulfill and track access to our proprietary database, or other product support issues, notify you of product updates and changes in Site features, and facilitate communications between you and our business partners. Contact information is also needed to access our more advanced site features such as our proprietary database.

Subscription information helps dtw customize our content and features for you. Subscription information is also studied on an aggregated basis to estimate the size and composition of our audience. Disclosure of this information to dtw is completely voluntary. We do, however, encourage you to provide this information because it helps us optimize our services to your needs.

Transaction information is required for placing an order, obtaining a refund or credit, and tracking an order after it has been placed. dtw relies on a third party provider to process credit card transactions and dtw does not retain credit card numbers after the transaction is complete. dtw also collects aggregate information regarding IP addresses and domain names from which you view our Sites, the pages you view, and the links you select (also known as "click-through" information). This information is collected to help dtw developers maintain our Sites and work with our third party providers to better serve you.

Additional Disclosures

We also may disclose user personal information to third parties if we reasonably believe that the law requires it, that disclosure is necessary to protect our rights, the rights of another user or person, or to prevent harm. We reserve the right to disclose any personal information as reasonably necessary, in our judgment, to protect dtw or its assets or to comply with law or with appropriate requests or directions made by law enforcement, government agencies or any court.

Sharing of Information

Other than as set forth in this Privacy Policy, dtw does not share, rent or sell any personally-identifiable information that we collect from you with any third parties.

Notwithstanding the foregoing, dtw may share or disclose non-personally identifiable information, whether aggregated or otherwise, with third parties.

Third Party Web Sites

THE SITES CONTAIN LINKS TO FACILITATE USER ACCESS TO EXTERNAL OR THIRD PARTY SITES (SUCH AS THIRD PARTY PAYMENT PROCESSORS), NONE OF WHICH

ARE CONTROLLED OR OFFERED BY DTW. THEREFORE, THIRD PARTY SITES LINKED FROM OUR SITES ARE NOT SUBJECT TO THIS PRIVACY POLICY. YOU ARE RESPONSIBLE FOR REVIEWING THE PRIVACY POLICIES OF ANY LINKED THIRD PARTY SITES TO DETERMINE HOW YOUR PERSONAL INFORMATION WILL BE COLLECTED, UTILIZED, AND PROTECTED BY SUCH THIRD PARTY SITES. DTW IS NOT RESPONSIBLE FOR ANY CONTENT, FEATURES, OR ACTIVITIES OF ANY LINKED THIRD PARTY SITES (INCLUDING THEIR PRIVACY PRACTICES), AND DTW DISCLAIMS ANY AND ALL RESPONSIBILITY AND/OR LIABILITY FOR THE CONTENTS, FEATURES, AND ACTIVITIES, AND THE COLLECTION AND USE OF PERSONAL INFORMATION BY SUCH THIRD PARTY SITES.

Security

dtw uses reasonable safeguards to protect the security, integrity and privacy of personally-identifiable information provided to dtw by you. We also endeavor to protect your information by requiring that all our personnel and employees who have access to or are associated with the processing of your data respect your confidentiality. In addition, we have reasonable security measures in place in our physical facilities to protect against the loss or misuse of information at our site that we have collected from you. However, you must carefully consider what information you share with us, as we cannot guarantee that we will be able to block all attempted attacks to the security of our Sites.

ALTHOUGH dtw USES REASONABLE SECURITY PRECAUTIONS WITH RESPECT TO YOUR PERSONALLY-IDENTIFIABLE INFORMATION COLLECTED FROM AND STORED ON OUR SERVERS, dtw CANNOT GUARANTEE THAT ANY OF YOUR PERSONALLY-IDENTIFIABLE INFORMATION STORED ON OUR SERVERS WILL BE FREE FROM UNAUTHORIZED ACCESS. TO THE FULLEST EXTENT NOT PROHIBITED BY LAW, dtw DISCLAIMS AND SHALL HAVE NO LIABILITY FOR ANY LOSS OF, UNAUTHORIZED ACCESS OR DAMAGE TO, OR INTERCEPTION OF ANY OF YOUR PERSONALLY-IDENTIFIABLE INFORMATION BEING STORED ON OUR SERVERS, OR TRANSMITTED TO OR FROM OUR PORTAL WHEN YOU ACCESS OUR SITES, OUR PROPRIETARY PRODUCTS AND DATABASE OR DOWNLOAD IMAGES THEREFROM.

REMEMBER: WE DO NOT ASK FOR, NOR DO WE WANT TO RECEIVE FROM YOU, PERSONAL INFORMATION REGARDING YOUR PERSONAL CONTACT INFORMATION. WE ASK THAT YOU LIMIT THE INFORMATION THAT YOU PROVIDE TO US TO THE CONTACT INFORMATION THROUGH YOUR COMPANY.

Your questions and comments are welcome. Please feel free to contact us by email [dtw@dtwresearch.com] or by mail at dtw Research, Inc., 4812 First Coast Highway, Fernandina Beach, Florida 32034 USA; Attention Website Caretaker.

Binding Agreement; Applicable Laws, Jurisdiction and Waivers

By accessing all or any part of our Sites, and our products and services offered through our Sites you confirm you are at least eighteen (18) years old and that you consent to this Privacy Policy. You agree that the limitation of liability provision contained in the Terms of Use [<https://secure.dtwresearch.com/cdpromoterms.php>] applies to any and all disputes and claims arising out of or relating to this Privacy Policy, your use of our Sites and our products and services offered through our Sites, and any information you provide dtw.

Any claims arising out of or relating to this Privacy Policy or the privacy or use of your information shall be governed by the laws of the State of Florida, U.S.A., without giving effect to any conflicts of laws provisions. You agree that in the event of any dispute or claim with respect to this Privacy Policy or the privacy or use of your information, the sole and exclusive jurisdiction for bringing any such action shall be in the Florida state courts located in Nassau County, Florida, USA, or the Federal District Court for the District of Florida, and you waive any and all rights to claim inconvenient forum or immunity. **You and dtw hereby waive any and all rights to a jury trial with respect to any claim arising out of or relating to this Privacy Policy or the privacy or use of your information.**