

## Privacy Policy

dtw Research, Inc.

**This Privacy Policy was last updated on December 9, 2021**

### **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 website (the “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 Site are not intended for individuals for their personal use.** Further, access to certain secured areas of our Site are restricted to persons working for or employed by companies that have an agreement with dtw, whether by having (i) purchased a subscription, (ii) a free trial or a free account, or (iii) been granted authorized access to our proprietary database pursuant to a three party agreement with dtw and one of our customers, or (iv), or placed orders with us to receive access to other products and services through our Site for the subject company’s business needs (collectively defined as an “Agreement”). Your use of our Site and our products and services are governed by our Terms of Use [[www.dtwresearch.com/terms/](http://www.dtwresearch.com/terms/)], this Privacy Policy and, where applicable, your company’s Agreement with dtw. **You should familiarize yourself with the terms of your company’s agreement with dtw, as your misuse of our Site, 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 Site, 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.

If we make material changes to how we treat our users' personal information, we will notify your company by email, and you by email if you have an account with us, in each case to the primary email address specified in yours or your company’s account, and/or by notice posted on the website requiring click-through consent. The date the privacy policy was last revised is identified at the top of the page. Users and our customers are responsible for ensuring we have an up to date active and deliverable email address and all users are responsible for periodically visiting our Site and this Privacy Policy to check for any changes.

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

By entering into an Agreement with dtw, or by placing a purchase order with dtw through our Site, 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 [[www.dtwresearch.com/terms/](http://www.dtwresearch.com/terms/)]. **If you do not agree, then you must not use our Site to access our products and/or services. Further, as a visitor to our Site, 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, YOU MUST NOT USE OUR SITE.**

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 [pim@dtwresearch.com](mailto:pim@dtwresearch.com). Please note that you will not then be able to access certain products and services on our Site, 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 Agreement granting access to our database is terminated or otherwise. We assume no liability for your company’s removal of your credentials.

### **Children Under the Age of 18**

Our Site is not intended for children under eighteen (18) years of age. The Site and the services, content, information and programs provided or made available on and/or through the Site may not be accessed or used by any individuals who are not at least 18 years of age. No one under age 18 may provide any information to the Site. We do not knowingly collect personal information from children under 18. If you are under 18, do not use or provide any information on this Site, register on the Site, or provide any information about yourself to us, including your name, address, telephone number, email address, or any user name. If we learn we have collected or received personal information from a child under 18 without verification of parental consent, we will delete that information. If you believe we might have any information from or about a child under 18, please contact us at [pim@dtwresearch.com](mailto:pim@dtwresearch.com).

### **Transfer of Information to the U.S. and other Countries**

We are based in the United States, and the information we collect is governed by U.S. law. By accessing or using the Site, or otherwise providing information to us, you consent to collection, processing, transfer and storage of information about you in and to the United States where the privacy law may not be as comprehensive as or equivalent to the law in your country of residence. Please use the contact information below [[pim@dtwresearch.com](mailto:pim@dtwresearch.com)] if you have a question or concern about the policies or manner in which we treat your personal information.

If you are using this Site pursuant to your company’s Agreement with us, your company has consented to the transfer of any information to us to enable us to provide to your company its contracted-for services and products. For further information, please speak with your company.

### **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, your company email address, or other limited personally-identifiable information. We also store an encrypted version of the password you select to access the CDP: WorldWide Database. Our Site and products/services are intended for use by corporate entities and other businesses.

**We do NOT knowingly gather personal telephone numbers, home address or other similar information. PLEASE DO NOT PROVIDE SUCH INFORMATION TO dtw. Please see our Terms of Use [[www.dtwresearch.com/terms/](http://www.dtwresearch.com/terms/)] for important information about access credentials.**

- **Agreement Information:** includes your preferences for e-Alerts, online surveys, CDP: WorldWide Database 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 Site. Please do not use your personal account information.**
- **Non-personally identifiable information.** We collect non-personally-identifiable information from you through our Site, which we track and store, such as the use of the Site 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 Site.

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 Site.

### **How dtw Collects Private Information**

We collect and process your information for legitimate business interests, the fulfillment of our Agreements with your company, when you submit inquiries to us, compliance with our legal obligations, and/or your consent.

When your company or you, on behalf of your company, enters into an Agreement with dtw, or places an order for proprietary dtw products and/or services, 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 access credentials. Use of cookies allows us to deliver content specific to your interests and to save your access credentials so you don't have to re-enter it each time you visit our Site. You can set your browser to reject cookies; however, this may affect your use of our Site.

Some web browsers may transmit "do not track" signals to the Site and other online services with which the browser communicates. There is no standard that governs what, if anything, websites and online services should do when they receive these signals. We currently do not take action in response to these signals. If and when a standard for responding is established, we may revisit our policy accordingly.

**SPECIAL NOTICE:** Any comments, troubleshooting questions, suggestions and the like that you submit to us via our Site are not protected by this Privacy Policy and may be shared with third parties, whether by us or by other visitors to our Site. **Accordingly, you agree that you are posting such information at your own risk and 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. We do not store any credit card information on the Site or through 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. While our third party providers have provided their contractual commitment to be and remain PCI-DSS compliant, you should review their privacy policies when entering your credit card information. Further, payments should be through your company's accounts, and not using your personal account. **We assume no liability for such third party providers' storage and use of your payment and other information.**

- By way of example but not limitation, we use Authorize.net, a wholly owned subsidiary of Visa, for payment processing. For more information on how Authorize.net uses your information please visit <https://usa.visa.com/legal/privacy-policy.html>

Third parties may be engaged by us to perform a variety of services and functions, including providing technical and hosting services for our Site. 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.

**Onward transfer:** 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 and other

services, 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.

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

dtw also collects aggregated information regarding IP addresses and domain names from which you view our Site, 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 Site and work with our third party providers to better serve you.

We retain your information for only as long as we need it to provide our services, for purposes described in this Privacy Policy, for our own administration and internal business purposes, and for any periods that are mandated by law, after which, we take steps to delete or anonymize your information.

### **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.

dtw may share or disclose non-personally identifiable information with third parties.

### **Choices About How We Use and Disclose Your Information**

**Promotional Offers from dtw.** If you do not wish to have your email address or contact information used by us to promote our own products or services, you can opt-out by clicking unsubscribe and adjusting your preferences. This opt out does not apply to information provided by dtw as a result of our products or services, agreements with your company or you, payments, or other transactions.

**We are a business to business service; and your interaction with us is not a consumer transaction.**

Nevertheless, be advised that other than in the event of an onward transfer, we do not currently sell data triggering certain jurisdictions' opt-out requirements regarding sale of personal information.

### **Third Party Web Site**

THE SITE 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 SITE 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 intended to protect the security, integrity and privacy of personally-identifiable information provided to dtw by you. Passwords are stored in an encrypted manner. 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, and access to personal information is limited to personnel with a "need to know". Third party vendors who process information on our behalf are required contractually to have in place appropriate security measures. In addition, we have reasonable security measures in place in our physical facilities to protect against the loss or misuse of information at our facilities 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 Site.

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 SITE, 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, MEANING ONLY YOUR COMPANY EMAIL ADDRESS AND YOUR COMPANY PHONE NUMBER.**

Your questions and comments are welcome. Please feel free to contact us by email [pim@dtwresearch.com](mailto:pim@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 Site, and our products and services purchased and accessed through our Site you confirm your consent to this Privacy Policy. You agree that the limitation of liability provision contained in the Terms of Use [[www.dtwresearch.com/terms/](http://www.dtwresearch.com/terms/)] applies to any and all disputes and claims arising out of or relating to this Privacy Policy, your use of our Site and our products and services offered through our Site, 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.**