

# Privacy Policy

Seattle Children's Opinion Sandbox is committed to providing its members with an experience that respects and protects their personal privacy choices and concerns.

We have created this privacy statement in order to demonstrate our firm commitment to privacy. The following discloses our information gathering and dissemination practices for the Opinion Sandbox online survey panel.

Opinion Sandbox surveys, email communications and incentives are managed by Vision Critical, a marketing research company specializing in the management of survey panels.

## **What information does this Privacy Policy cover?**

This privacy policy applies only to personally identifiable information that you voluntarily provide in online surveys or forms collected on the web-site where this privacy policy is posted and does not apply to other information collected by Seattle Children's through any other means.

## **What information will be collected?**

Seattle Children's will collect information from you when you register, respond to a survey, or communicate with us. Seattle Children's Opinion Sandbox members will receive periodic email invitations to participate in online surveys and other marketing research projects. Winners of any contests will be notified via email and will be asked to provide contact information for prize distribution. We will use technologies such as "cookies" to make your experience easier each time you access our website and to accumulate information about your visits and website usage. You do not need to accept cookies to use the website, but may not be able to access features of the site that make your site visit more efficient and some aspects of our website may not function correctly.

## **What will Seattle Children's do with the information provided?**

Seattle Children's Opinion Sandbox panelist information is stored in a secure database and is used to deliver email invitations to participate in online marketing research surveys if your profile deems you a candidate for a particular survey. Your email address may also be used to notify you in the event you have qualified for any incentives or contests offered.

The surveys are conducted for marketing research purposes only and the input received will only be used when aggregated with the results of other panel members without your express consent.

## **Does Seattle Children's share you information with other parties?**

Your personally identifiable information will not be sold, traded or transferred to third parties. Seattle Children's may share aggregated data with trusted partners to help us perform statistical analysis.

### **How do I update my email address or opt out of Opinion Sandbox?**

You may update your email address or discontinue participation in Opinon Sandbox by logging in to the [Opinion Sandbox Website](#) or by emailing [support@opinionsandbox.org](mailto:support@opinionsandbox.org).

### **How will I be notified of changes to the privacy policy?**

We reserve the right, at any time, to add to, change, update or modify this privacy policy, simply by posting such change, update or modification on the [Opinion Sandbox Website](#). Any such change, update or modification will be effective immediately upon posting. This policy was last updated on November 3, 2011.

### **Questions or Comments?**

If you have any questions about this privacy policy, the practices of this website or your dealings with this website, you may contact:

Market Research Program Manager  
Seattle Children's  
PO Box 5371 / S-217  
Seattle, WA 98145-5005  
[Contact Market Research](#)

Privacy Office  
PO Box 5371 / A-4902  
Seattle, WA 98145-5005  
206-987-1200  
866-987-2000, extension 7-1200 (toll free)  
[Contact Privacy Office](#)