

LUCID

Lucid Privacy Policy

Lucid Holdings, LLC (“Lucid” or “we”, “our” or “us”) is committed to ensuring the privacy of those customers who use the Lucid website (“Clients or Suppliers” or “you”) and to individuals who provide responses to sample, sample panel or survey questions (“Respondents” or “you”) brokered, accessed by, hosted on or otherwise provided to Clients or Suppliers on or through the website owned, maintained or licensed by Lucid and located at <http://www.samplicio.us> (the “Lucid Site”). This Privacy Policy (“Policy”) describes what information is collected from Clients or Suppliers and Respondents and how that information is used and disclosed. By using the Lucid Site, you consent to the terms of this Policy. Although this Policy is not a contract and does not create any legal rights, it does serve as an expression of Lucid’s commitment to protecting private information.

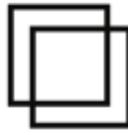
Authorized Users

The Lucid Site is not intended for children under the age of 13. If you are under 13 years old, please do not provide personally identifiable information of any kind whatsoever on the Lucid Site. If you are the parent of a child under 13 and believe your child has provided us with personal information, please contact us at legal@luc.id and we will remove that information.

Information We Collect

Respondent Information. Lucid does not collect personally identifiable information and/ or personal data from Respondents, and the privacy of Respondents is generally governed by the policies of companies and vendors of sample or survey panels to Lucid. Lucid continually works to ensure this compliance. Please consult the privacy and other policies of third parties regarding their privacy policies if you are a Respondent.

Personal Data and Personally Identifiable Information. Collection of personal data and personally identifiable information is strictly prohibited on Fulcrum by any user and by Lucid on Fulcrum. If you feel that your personal data or personally identifiable information is being collected on Fulcrum, please notify us at notice@luc.id.



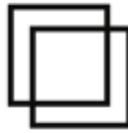
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Client or Supplier Provided Information. Lucid may give Clients or Suppliers the option to provide us with certain demographic information about individual account users or your company.

Aggregate Data. Aggregate data is data we collect about a group or category of features, services or individuals, from which individual identities have been removed. For example, information about how you use a feature may be collected and combined with information about how others use the same feature, without any personal information included in the resulting data. Lucid uses aggregate data to help optimize and develop our system.

General Technical User Data. General technical user data, such as your computer's Internet Protocol (IP) address, operating system and browser type, and the date and time of your visit, may be automatically collected through the use of "cookies" (small files that are stored on your computer by a website to give you a unique identification). Cookies also keep track of services you have used, record registration information regarding your login name and password, ensure you do not repeatedly see survey questions, record your preferences and keep you logged into the Lucid Site.

Third Party Collected Data, Interest Based Advertising and Tracking. We may use, and allow third parties to use, web beacons on the Lucid Site to monitor the effectiveness of survey qualification or for other legitimate purposes. Web beacons are small, graphic images on web pages, web-based documents, or in email messages that allow us or third parties to monitor who is visiting the Lucid Site or if the email has been read. Web beacons collect the IP address of the computer that the web beacon is sent to, the URL of the page the web beacon comes from and the time it was viewed. Web beacons may be linked to your personal information. We may also use third-party devices, links or electronic mail, to deliver surveys to you. These third-party surveys or devices may use cookies, web beacons or other technology to collect non-personally identifiable information about your visits to the Lucid Site (or other sites) in order to present surveys that may be of interest to you. We may collect traffic information and data on and from the use of third parties sites. Lucid may use a pixel or cookie to examine what is happening on third-party websites, including programs and sites with marketing and advertising partners, to improve the understanding of site traffic at a granular level and market research effectiveness. Respondents or participants in survey or survey panels that are hosted on, accessed by or routed through the Lucid Site



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should consult the privacy and other policies of third parties through whom they are providing information. You can opt-out of receiving interest-based ads and tracking from third parties who are members of the Network Advertising Initiative (NAI) or who follow the Digital Advertising Alliance's Self-Regulatory Principles for Online Behavioral Advertising by visiting the opt-out pages on the NAI website and DAA website. (<http://www.networkadvertising.org/choices/>) and (<http://www.aboutads.info/choices/>). Do Not Track. Some browsers have a "do not track" feature that lets you tell websites that you do not want to have your online activities tracked. These features are not yet uniform, and our website is not currently set up to respond to those signals for tracking on our website.

Disclosure of Information

We do not sell, rent or share information with third parties without your prior consent except in the limited circumstances described in this Policy. We may share information with third-party vendors who assist us in performing internal functions necessary to operate our business. These functions may include: analyzing data, providing marketing assistance and processing payment transactions. In all cases we limit the information shared with our third-party vendors to that which is necessary to carry out those functions. We require that these parties agree to process such information in compliance with this Policy; we use reasonable efforts to limit their use of such information; and we require these parties to use any other appropriate confidentiality and security measures. We are not responsible for any information you provide to third party vendors or customers directly, for example, as a Respondent, and we encourage you to become familiar with their practices before disclosing information directly to them (or through us).

Fulcrum does not share or collect personally identifiable information with other third-party organizations for their marketing, advertising or promotional use without your consent or except as part of a specific program or feature for which you will have the ability to opt-in or opt-out. Respondents have generally provided their consent to participation in a particular survey or survey panel directly to those third parties collecting such information, and Lucid is not responsible for any information you provide to third parties directly or through our services in brokering or providing sample to Clients or Suppliers from third parties. Lucid encourages Respondents to consult and become familiar with the privacy practices of third parties before disclosing information directly as a result of their becoming a Respondent.



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In addition, information about our Clients or Suppliers or any Respondents may be disclosed as part of any merger, acquisition, debt financing or sale of Lucid assets, as well as in the event of an insolvency, bankruptcy or receivership in which information could be transferred to third parties as one of our business assets.

Third Parties/External Websites

The Lucid Site may contain links to external websites, and areas where you can provide information to third-parties. These are provided for your convenience only, and we do not have control over the content or privacy and security practices and policies of such third parties or third party sites. Any personal information you provide in such areas, and on such linked pages is provided directly to that third party and is subject to that third party's privacy policy. Please learn about the privacy and security practices and policies of external websites and third-parties before providing them with personal information.

Opting out

If you do not wish to participate in any of Lucid's online measurement and research services, please [click here](#) to receive an opt-out cookie.

How do you do it? – Just click on the opt out link above.

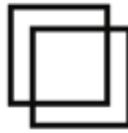
What about the cookies? – Lucid's platforms and systems are cookie based, so for the opt-out to work for you, your browser must allow third party cookies.

User Profile and Password

If you register as a Client or Supplier, you can update, correct, or delete your user information and email subscription preferences by going to the log-in section of the Lucid Site and consistent with the other policies and agreements governing your use of the Lucid Site.

Client or Supplier registration information is accessible online only through the use of a password. To protect the confidentiality of your personal information as a Client or Supplier, we recommend that you keep your password confidential.

Security



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We use reasonable security measures in an effort to prevent loss, misuse and alteration of information under our control. However, we cannot guarantee protection of all information in all cases. For example, we cannot guarantee protection against interception, misappropriation, misuse, or alteration, or that your information will not be disclosed or accessed by accidental circumstances or by the unauthorized acts of others. Consequently, we cannot ensure or warrant the security of any information you transmit to us and you do so at your own risk. Additionally, we have absolutely no control over the security of other sites you might visit, interact with or do business with.

If we learn of a security systems breach, then we may attempt to notify you electronically so that you can take appropriate protective steps. Lucid may post a notice on the Lucid Site if a security breach occurs. We may also send an email to you at the email address you have provided to us in these circumstances. Depending on where you live, you may have a legal right to receive notice of a security breach in writing. To receive a free written notice of a security breach (or to withdraw your consent from receiving electronic notice) you should notify us.

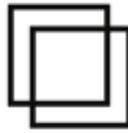
Special Note to International Users

The Lucid Holdings Site is hosted in the United States. Notwithstanding that the Lucid Holdings Site is hosted in the United States, Lucid Holdings works to adhere to the OECD Principles of Notice, Choice, Onward Transfer, Security, Data Integrity, Access and Enforcement and the EU GDPR.

Lucid strives to conform its privacy practices, policies and/or procedures with applicable laws, regulations and rules and the industry codes, standards and regulations of various market and opinion research professional associations and/or organizations, including without limitation the ICC/ESOMAR International Code on Market and Social Research and the Code of Standards and Ethics for Survey Research of the Council of American Survey Research Organizations (“CASRO”), with whom Lucid is a member.

Policy Changes

We will modify this Policy if our privacy practices materially change. For changes to this Policy that may be materially less restrictive on our use or disclosure of information that you have provided to us, we will attempt to obtain your consent before applying the revised Policy to your information obtained after the revision. Otherwise, we will notify



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you of such changes by posting the new policy on the Lucid Site and indicating the date it was last updated at the bottom of the Policy. We encourage you to review the Policy each time you visit the Lucid Site to see if it has been updated, in order to make sure you understand how information you provide will be used.

Additional Information

If you have any legal questions about this Policy, or the practices of or your dealings with the Lucid Site, please email legal@luc.id. For more general information, you can reach us at info@luc.id or write us at the following address:

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