

Small Business Knowledge Center (SBKC) Privacy Policy

Protecting your private information is our priority. This Statement of Privacy applies to www.sbkcenter.com and Small Business Knowledge Center and governs data collection and usage. For the purposes of this Privacy Policy, unless otherwise noted, all references to Small Business Knowledge Center include www.sbkcenter.com and SBKC. The SBKC website is a professional market research company that conducts research projects with participants from the United States and Canada. In most cases, these participants take surveys to share their opinions with us or forward the direct and digital marketing they receive in exchange for various rewards and compensation. By using the SBKC website, you consent to the data practices described in this statement.

Collection of your Personal Information

In order to better provide you with products and services offered on our Site, SBKC may collect personally identifiable information, such as your:

- First and Last Name
- Mailing Address
- E-mail Address
- Phone Number

SBKC may also collect anonymous demographic information, which is not unique to you, such as your:

- Age
- Gender
- Household Income
- Approximate Credit Risk Score

We do not collect any personal information about you unless you voluntarily provide it to us. However, you may be required to provide certain personal information to us when you elect to use certain products or services available on the Site. These may include: (a) registering for an account on our Site; (b) participating in a survey; (c) sending us an email message; (d) submitting direct and digital marketing to us. To wit, we will use your information for, but not limited to, communicating with you in relation to services and/or surveys you have requested from us. We also may gather additional personal or non-personal information in the future.

Use of your Personal Information

SBKC collects and uses your personal information to operate its website(s) and deliver the services you have requested.

We may use the information that we collect for market research purposes, including preparing market research trend reports. We may use the personal information that we collect for the purpose of contacting participants in special circumstances, for example, prize winners in a sweepstakes draw, or when a person has provided permission for us to re-contact them for other

purposes, such as to take part in a follow-up survey or to participate in another research panel or market research opportunity. We may also use the personal information that you provide to us to operate and improve our business, including this Website; to communicate with you; and to provide you with services that you have requested.

We may use and disclose any information that is aggregated or de-identified so that it does not identify you personally, in our discretion.

Sharing Information with Third Parties

SBKC does not sell, rent or lease its customer lists to third parties.

SBKC may share data with trusted partners to help perform statistical analysis, send you email or postal mail, provide customer support, or arrange for deliveries. All such third parties are prohibited from using your personal information except to provide these services to SBKC, and they are required to maintain the confidentiality of your information.

SBKC may disclose your personal information, without notice, if required to do so by law or in the good faith belief that such action is necessary to: (a) conform to the edicts of the law or comply with legal process served on SBKC or the site; (b) protect and defend the rights or property of SBKC; and/or (c) act under exigent circumstances to protect the personal safety of users of SBKC, or the public.

Automatically Collected Information

Information about your computer hardware and software may be automatically collected by SBKC. This information can include: your IP address, browser type, domain names, access times and referring website addresses. This information is used for the operation of the service, to maintain quality of the service, and to provide general statistics regarding use of the SBKC website.

Security of your Personal Information

SBKC secures your personal information from unauthorized access, use, or disclosure. SBKC uses the following methods for this purpose:

- SSL Protocol

When personal information (such as an email address) is transmitted to other websites, it is protected through the use of encryption, such as the Secure Sockets Layer (SSL) protocol.

We strive to take appropriate security measures to protect against unauthorized access to or alteration of your personal information. Unfortunately, no data transmission over the Internet or any wireless network can be guaranteed to be 100% secure. As a result, while we strive to protect your personal information, you acknowledge that: (a) there are security and privacy limitations inherent to the Internet which are beyond our control; and (b) security, integrity, and privacy of any and all information and data exchanged between you and us through this Site cannot be guaranteed.

Children Under Thirteen

SBKC does not knowingly collect personally identifiable information from children under the age of thirteen.

E-mail Communications

From time to time, SBKC may contact you via email for the purpose of providing announcements, promotional offers, alerts, confirmations, surveys, and/or other general communication. In order to improve our Services, we may receive a notification when you open an email from SBKC or click on a link therein.

If you would like to stop receiving marketing or promotional communications via email from SBKC, you may opt out of such communications by clicking on the UNSUBSCRIBE button within the body of the email.

External Data Storage Sites

We may store your data on servers provided by third party hosting vendors with whom we have contracted.

Limited Uses of User Data

The use of information received from Google APIs will adhere to the [Chrome Web Store User Data Policy](#), including the [Limited Use](#) requirements.

Changes to this Statement

SBKC reserves the right to change this Privacy Policy from time to time. We will notify you about significant changes in the way we treat personal information by sending a notice to the primary email address specified in your account, by placing a prominent notice on our site, and/or by updating any privacy information on this page. Your continued use of the Site and/or Services available through this Site after such modifications will constitute your: (a) acknowledgment of the modified Privacy Policy; and (b) agreement to abide and be bound by that Policy.

Contact Information

SBKC welcomes your questions or comments regarding this Statement of Privacy. If you believe that SBKC has not adhered to this Statement, please contact SBKC at:

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Chicago, Illinois 60606

Email Address:
producers@sbkcenter.com