YouXTools Privacy Policy

This privacy policy outlines how YouXTools ("YouXTools", "We", "Us", "Our") uses and protects information that you ("Client," which includes Researchers, Respondents, and other users of this website and/or service) disclose when you use this tool.

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What is the scope of this Privacy Policy?

YouXTools provides various research services youXreaction, youXjournal, youXemotions, ("Service Platform" "Service Platforms") that allows Clients to conduct their own research, parts of the research process, participate in research, or use this for other needs. YouXTools is a service provider to Clients. This privacy policy explains the process and policies of YouXTools and its individual applications. You understand, agree and acknowledge that this Privacy Policy constitutes a legally binding agreement between you and us and that your use of YouXTools shall indicate your conclusive acceptance of this agreement. If you are registering an account or using YouXTools on behalf of an individual or entity other than yourself, you represent that you are authorized by such individual or entity to accept this Privacy Policy on such individual's or entity's behalf.

Researchers organize studies and may ask YouXTools to find Respondents as well as otherwise utilize YouXTools' website and Service Platforms.

Respondents may volunteer or get paid to participate in a study or other Study, for example, i) by allowing their screen and audio to be recorded or ii) otherwise contributing in Studies. We understand that you care about your personal information and how it is used and shared. We are committed to ensuring that your privacy is protected and we do so with care. This notice describes our privacy policy, and by visiting and interacting with **YouXTools.com** or any of its Service Platforms, you are accepting the practices described in this privacy policy. What we collect YouXTools collects information about our Clients including those participating in online testing and/or recruitment visiting the YouXTools website and/or signing into a specific Service Platform. This information may include Personal Information, account settings and other data.

Information collection and use

The types of information we collect

- *Personal Information*: When registering for an account with YouXTools or one of its Service Platforms, you will be asked to provide specific information. Personal Information may include, but is not limited to: Name, email, company, industry, university, company size and job title.

- *Study Information*: Our Service platforms collect information from the studies and actions performed on them. Study Information may include, but is not limited to: number of participants, the type of study and industry being tested.

Why we collect client information

YouXTools collects and uses various information about Clients who visit or interact with the YouXTools website or one of its Service Platforms.

We request and collect this information to create user accounts, identify your studies, contact you, and send updates. We also may gather information from accounts and/or other sources in order to be able to analyze it without attribution to the source. For example, we will aggregate data in the system from a statistical standpoint, remove user specific identification information, and be able to provide this type of data to third parties as well as for other uses.

Client information is collected to provide: Services, manage services subscribed to, improve Service Platforms and features, contact Clients for marketing and updates purposes, contact Clients regarding their account or Service Platforms, conduct transactions for selected Service Platforms, and respond to requests.

This information is collected to provide our Service Platforms with identification, study specifics and information needed to perform the selected functions of its Clients who visit or use the website or a Service Platform. YouXTools acts as a service provider with the purpose of providing our Service Platforms to Clients.

Why we collect study information

We can gather study information in order to be able to generalize and analyze it without attribution to the source. For example, we will aggregate data in the system from a statistical standpoint, remove user specific identification information, and be able to provide this type of data to third parties as well as for other uses.

What do we do with the information collected?

By providing information to YouXTools when you create, update, or change your account and profile, you are agreeing to our collection and storage of your information. Likewise, when you participate with a Study, you are agreeing to our collection and storage of your information. At any time, you are able to modify or withdraw your information to our collection and processing by changing your account settings or deactivating your personal account. Please then submit a written request to privacy@youxtools.com indicating how you wish your information modified or withdrawn.

Your personal information will be used for the purpose of account login creation and touching base with you. Information collected on the Service Platforms such as study information, client information, and results will be stored with our tools and distributed as discussed herein. We may use your study information and account information for various reasons. What we do with information is outlined, but not limited to what is listed, below:

- To verify information is valid, registered, and activated on one, multiple, or all Service Platforms;
- To provide access and use of our Service Platforms and improve upon the Service Platforms in any capacity;
- To contact you regarding your use of Service Platforms, your account, changes to the Service Platforms, or to improve your overall experience with YouXTools;
- To distribute advertising, offers, marketing, publicity, discounts and/or promotional efforts of YouXTools;
- To contact you with changes, updates, improvements and news surrounding our Service Platforms and YouXTools;
- To analyze overall Service Platforms and for internal business purposes;
- To provide a more personalized and overall better user experience for YouXTools Clients;
- To respond to your customer service requests, inquiries and questions;
- To analyze our data to better understand who uses YouXTools and how we can improve it;
- Other similar business activities necessary to support our Service Platforms and YouXTools and your Studies;
- To generate and/or aggregate statistical data that is not identifiable to a specific person or organization.

Does YouXTools rent or sell my personal information?

YouXTools does not share, sell or otherwise distribute the user identifiable information on the Service Platforms within your individual account. This user identifiable information data collected is not shared with any other parties aside from YouXTools unless given explicit consent to do so.

Email Communication

We will occasionally send you updates, notifications or messages via email to keep you informed and engaged. If you do not want to receive e-mail or other mail from us, please adjust your subscription by unsubscribing to the e-mails.

Data Storage, Management and Security

How do I manage my information?

Personal and account information can be changed, managed or removed on the Account Preferences in your YouXTools account. At any time, you are able to delete your YouXTools account. Deleting your account may result in the loss of use and browsing abilities on the YouXTools website and Service Platforms.

How do I manage communication preferences?

At any time, you are able to unsubscribe from marketing email communication or updates by choosing 'unsubscribe' from the bottom of the email.

How can I access my account information?

At any time, you are able to access the personal information on your account. Personal information can be found on your Account Preferences. You can request a copy of your personal information at any time by requesting a copy on your Account Preferences or directly emailing privacy@youxtools.com.

How secure is my information?

The security of your information is important to us and we take several steps to ensure that information is protected. User-created passwords are made by an individual when they first register for a YouXTools account. Do not share your username or password with other individuals. We are not responsible others accessing your account if you have shared your username and/or password. It is your responsibility to keep your account username and password confidential. When finished using a Service Platform, be sure to sign off of your account to further protect from unauthorized individuals gaining access to your account information.

All database information is contained behind secure networks, stored on Amazon Web Services (AWS) and encrypted via Secure Socket Layer (SSL) technology.

Transmitting data via the Internet or even storing data cannot be 100% controllable and guaranteed. We cannot ensure the complete security of any information transmitted to YouXTools and Service Platforms and transmitting information is done at the sender's risk. YouXTools takes reasonable steps to ensure the security and encryption of your information. You agree that as long as we take these reasonable steps, YouXTools and its associated businesses are not liable for data loss including but not limited to information loss and/or unauthorized distribution of that information due to a hacker attack, malicious virus and spyware, or some software bug that deletes your information. If any of these occur, please contact YouXTools and we will take reasonable steps to remedy the information loss and/or unauthorized distribution of that information.

If YouXTools learns of a security breach you may be contacted using the email you provided when creating an account to inform you of the breach and include any available information on protective steps to take.

Where is my data stored?

All database information is contained behind secure networks, stored on Amazon Web Services (AWS) and encrypted via Secure Socket Layer (SSL) technology.

When would my information be disclosed?

The information we collect may need to be disclosed when necessary to:

1. Comply with a court order or other legal process
2. Protect the rights, property or safety of YouXTools or other associated party
3. Enforce our Terms of Use
4. Respond to claims that any posting or other content violates the rights of third parties

Cookie Use

YouXTools and its multiple Service Platforms use cookies and page tags on our websites. Cookies can be small files that are stored on user's computer that are to recognize your browser, device, and capture and remember certain information. Website and Service Platform visitors can choose to accept or decline cookies. Individuals can modify their browser settings to decline the use of cookies; however, disabling them may result in decreased function on Service Platforms and/or the YouXTools website. Most web browsers automatically accept cookies and individuals should look in their browser settings to see how their preferences are set up.

We may automatically track and collect the following categories of information when a Client visits the website:

- IP addresses
- Domain servers
- Types of computers accessing the Site
- Web browser header information
- Referring source which may have sent the user to the Site
- Operating system
- Other information associated with the interaction of the user's browser and the Site.

Our business partners may use Cookies to provide us with anonymous data and information regarding the use of our Services. Specifically, some of our business partners use Cookies to show us or Clients ads on other sites on the internet as a result of the user using Service Platforms and/or YouXTools.

Such Cookies do not contain any information that identifies the real name of the Client. Among other things, third party Cookies may be set to help deliver advertisements to the Client that you might be interested in, to prevent the Client from seeing the same advertisements too many times and to conduct research regarding the usefulness of certain advertisements to the Client. Third party Cookies are governed by each third party's specific privacy policy, not this Privacy Policy.

EU-US Privacy Shield Framework

YouXTools is owned and operated in the United States. YouXTools will generally try to keep up with and comply with the EU and U.S privacy laws including the Swiss Framework. YouXTools will generally try to comply with this Privacy Shield Framework ("Framework") regarding the collection, use and retention of personal information that is transferred from the European Union to the United States. We try to adhere to the EU-U.S. Privacy Shield Framework and have voiced our pledge to the U.S. Department of Commerce. To get more information about the Framework, visit **https://www.privacyshield.gov/**. COPPA (Children Online Privacy Protection Act) COPPA imposes requirements on operators of websites and/or online services directed to children under the age of 13. We do not specifically market to children under the age of 13, but when it comes to the collection of personal information from those under the age of 13, parents are in control. If you are 12 years old or younger we ask that you do not use our website or services without the supervision of your parent. For specific information COPPA and Federal Trade Commision enforcement, visit the website**https://www.ftc.gov/enforcement/rules/rulemaking-regulatory-reform-proceedings/childrens-online-privacy-protection-rule**.

Links to Other Websites and Third Parties

Third party website analytics

We may use third party website analytics services in connection with the Service Platforms and/or YouXTools, for example, to record mouse clicks, mouse movements, scrolling activity, as well as any text that you type into the website. These website analytics services do not collect personal information that you do not voluntarily enter into the Service Platforms and/or YouXTools. We use the information collected from these services to find usability problems to make the Service Platforms and/or YouXTools easier to use. The recordings do not identify the user personally; they merely record anonymous user information. We may store all this traffic data and may archive such information elsewhere.

Third party vendors may be used by YouXTools to perform functions on our behalf. Possible services third parties would perform may include, but are not limited to, tracking website and app analytics, tracking how you came to our website, designing features, hosting YouXTools and Service Platform storage, sending Clients messages and notifications. Messages may include information about how to participate in research studies or content regarding the Service Platforms. These third party vendors are not to use your information for purposes other than for the purpose of carrying out the services YouXTools requests of them.

Links to other websites

When using Service Platforms to test websites and apps, the outside, third party, websites being tested are not connected with the YouXTools brand and company. Clients are using the Service Platforms to get information about testing their website or application, using it to provide feedback on services or products, or are acting as a contractor on behalf of another company.

Changes to this Privacy Policy

We reserve the right to change this Privacy Policy at any time. Please review this page occasionally to ensure you are up to date on the policy and review any changes that may have been made. If you object to any changes to the Privacy Policy and no longer wish to use YouXTools, you can deactivate your account.

If you agree with changes, continue your use of YouXTools and the Service Platforms.

Use of YouXTools and the Service Platforms after notice of changes has either been published on this page or communicated to you will signify consent to changes in terms, policies, or practices.

By creating an account Clients are consenting to YouXTools and any researchers to view and use their account information, which may also mean letting researchers identify you for the purpose of reaching out for research or looking for feedback.

Contacting Us

If you have questions or are unclear about parts of this Client Privacy Policy, please email us at: **privacy@youxtools.com**

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This policy is effective from May 25, 2018.