

Data Usage

In order to use this website or complete our surveys, users may be asked to provide some personal information, including demographic information and contact information. Vernon Research Group uses demographic information (such as age, gender, etc.) to invite potential participants to various appropriate research projects. We also use demographic information to interpret the results of our research (for example, if we did a survey on television watching habits, we might report that 60% of single people watch TV at least 3 days a week). Vernon Research Group uses contact information (such as name, email address, and postal address) for previously mentioned research invites, as well as to pay participants for their research participation. Vernon Research Group will not disclose participant identities or any of their personally identifiable information without their express authorization. Vernon Research Group does not share, distribute, or sell personal information of its research participants.

Cookies

A cookie is a piece of data stored on the user's hard drive containing information about the user. Usage of a cookie is in no way linked to any personally identifiable information. Vernon Research Group serves session cookies only. Once the user closes their browser, the session is ended, and the cookie simply terminates. Vernon Research Group may also use cookies to track and target the interests of its users to enhance the user experience of the Vernon Research Group website. Users who reject cookies will have limited use of the Vernon Research Group website.

Log Files

Vernon Research Group uses IP addresses, browser type, referring URLs, operating systems, and date/time stamps to analyze trends, administer the Vernon Research Group website, track users' movements, and gather broad demographic information for aggregate use in optimizing the performance of the Vernon Research Group website and Vernon Research Group's services. IP addresses, etc. are not linked to any personally identifiable information.

Links

Please be aware that Vernon Research Group is not responsible for the privacy practices of other websites. Vernon Research Group encourages its users to be aware of when they leave the Vernon Research Group website and to read the privacy statements of each and every website they visit that collects personally-identifiable information. This privacy statement applies solely to information collected by this website.

For further information about our security protocols, please contact our Data Protection Officer Dr. Lori Dockery ldockery@vernonresearch.com.