

Your privacy is important to the Innovation Forum (referred to as "Innovation Forum", "we" or "us" in this policy) and the purpose of this policy is to tell you what personal information we collect about you during your participation in the Innovation Forum and how we use it. When you participate in the Innovation Forum, you can be confident that any personal information you share with us is used only by us. Your individual responses will be kept confidential and never linked to your personally identifiable information without your express permission.

The Innovation Forum will collect personal information from the public only for the following purposes:

- to conduct quantitative or qualitative marketing and social research;
- to understand respondent opinions to establish suitability for further quantitative and qualitative marketing and social research; and
- to meet legal and regulatory requirements.

You are free to choose whether or not to participate in a survey, free to choose not to answer any specific questions and free to discontinue participation at any time. ACCEPTANCE OF TERMS OF THE INNOVATION FORUM PRIVACY POLICY AND CONSENT TO THE USE OF YOUR PERSONAL INFORMATION

By participating in the Innovation Forum or by submitting personal information to the Innovation Forum, you agree that we may collect, use and disclose such personal information in accordance with this Innovation Forum Privacy Policy, and as permitted or required by law. We encourage you to read this Innovation Forum Privacy Policy, which has more detailed information about, amongst other things, retention and access of your personal information and certain limited permitted uses of your personal information by third parties. If you do not agree to the terms of this Innovation Forum Privacy Policy, please do not participate in the Innovation Forum.

Personal information

"Personally identifiable information" or "personal information" means any information about you that directly identifies you, such as your name, postal address, telephone number, e-mail address, information you provide in the profiling questionnaire, your thoughts and opinions on technology and financial information. During your participation in the Innovation Forum, we collect personally identifiable information when provided by you in online forms or survey responses.

Personally identifiable information does not include that which is publicly available, such as a public directory listing of your name, address telephone number and electronic address, business contact information and work product information. In addition, personally identifiable information does not include information used in its aggregate form such that it is impossible to identify personally identifiable information. Data that you provide during your participation in the Innovation Forum that is not linked in any way to your personally identifiable information and is aggregated with other participant data is not considered to be personally identifiable information. For example, provided we remove any connection to your name or other personally identifiable information, we are free to use data you may provide about your thoughts and opinions on technology, etc. in combination with other aggregate data provided by other Innovation Forum participants.

What personal information do we collect?

The Innovation Forum will not collect any personally identifiable information about you, unless you voluntarily choose to provide it to us (e.g., by completing the Innovation Forum questionnaire or participating in surveys). If you do not want your personal information collected, please do not submit it to us. When you sign up for the Innovation Forum and complete the initial Innovation Forum questionnaire, as set out in the questionnaire, we will collect some or all of the following personal information:

- your name, address and telephone number, e-mail address and facsimile number
- demographic information, including gender, age and marital and family status
- Innovation Forum specific information, including device ownership, thoughts and opinions about technology-related topics, etc.

When you participate in individual surveys, we will collect information in order to get a better sense of your opinions about technology and what products or services may be of interest to you generally. We also collect feedback and comments you provide to us, and any other personal information you voluntarily provide.

How do we use your personal information?

We use the personal information you provide through your participation in the Innovation Forum only to conduct market research. Your e-mail address is used to send periodic e-mails asking for your views on various technology issues and ideas. Certain personal information (i.e. as may be provided when you sign up for the Innovation Forum) you provide in your profile will be used by us to help us understand your opinions in order to assist us in determining which studies are more suitable for your participation, but such information will never be used in any way to target you for particular marketing or solicitation activities. Otherwise, your information and opinions are used in non-personally identifiable aggregate form with other participant data to conduct both quantitative and qualitative market research. Any personally identifiable information you provide us outside of your participation in the Innovation Forum, such as the information you provided when you became an Innovation Forum subscriber, will be used only for the purposes set out in the Innovation Forum Privacy Policy.

What can you do if you want to limit the use to which we put your personal information?

You are always free to choose whether or not to participate in a survey, free to choose not to answer any specific questions and free to discontinue participation in the Innovation Forum at any time. You can refuse to consent to our collection, use or disclosure of personal information about you for the Innovation Forum. You may also withdraw your consent to any further collection, use or disclosure of information about you in respect of the Innovation Forum at any time by giving us reasonable notice and subject to legal and contractual requirements. However, such withdrawal of consent will mean you can no longer participate in the Innovation Forum.

Changes to this Innovation Forum Privacy Policy

Innovation Forum reserves the right to modify or supplement this Innovation Forum Privacy Policy statement at any time. If we make any material change to this Innovation Forum Privacy Policy, we will

update this Site to include such changes and post a notice on our Innovation Forum home page with a link to the updated Innovation Forum Privacy Policy. Please read any such notice and the new policy statement. Your continued participation in the Innovation Forum after we post such notice will constitute your acceptance of the new terms and their application to your participation in the Innovation Forum and the information disclosed for such use, including information previously furnished us, as if they were the initial terms. However, we will seek your consent if we want to use your personal information for purposes other than those you have agreed to previously.

Additional Information

For more information regarding the Innovation Forum Privacy Policy, please contact us by mail at:

Innovation Forum
20 N. Wacker Drive, Suite 1400
Chicago, IL 60606
Attn: Privacy Office