

# Assessment+ Privacy Policy

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Assessment Plus, Inc. (Assessment+) is a leadership and organizational development firm that provides assessment services, coaching and training to organizations. Located just north of Atlanta, GA, we provide our clients access to our Assessment Platform, CustoMetrix™ and/or our CustoMetrix™ Assessment Portal to gather meaningful information from their employees, members, customers, and/or patients, or from their clients' employees, members, customers, and/or patients. This data increases awareness and understanding about the effectiveness of leaders, the engagement of employees, and helps provide insightful information that leads to better results.

Assessment+ respects the privacy of every individual who visits [www.assessmentplus.com](http://www.assessmentplus.com) ("Website") and/or utilizes our web-based services, including our CustoMetrix™ assessment and feedback platform, our Assessment CM Portal or any of our other data collection and reporting platforms.. This Privacy Policy is our commitment to transparency in communicating how Assessment+ collects, uses, and discloses the information that is collected from you, the visitor of its Website and/or customer who is a user of our products, as well as the choices you have with respect to the information.

## SCOPE OF POLICY

This Privacy Policy applies to how we collect, use, and disclose information from the following individuals:

- **Customers** – individuals who register, on their own or on behalf of an entity, to use Assessment+ services with the creation or administration of an Assessment+ survey or assessment. Our customers may be classified as the organization who contracts with us for our services, their employees, other raters who provide feedback, users of our CustoMetrix™ Assessment Platform, and Coaches and Strategic Partners who utilize our CustoMetrix™ Assessment Portal and Dashboards for their own clients.
- **Event / Marketing Participants** – individuals who provide their information to Assessment+ when they register for Assessment+ webinars and training, subscribe to marketing material, participate in surveys or contests, or attend other Assessment+ events.

- **Website Visitors** – individuals who visit the Assessment+ Website and opt to provide contact information, including an email address, to receive communications from Assessment+.

This Privacy Policy does not apply to our Customers' websites and practices. Our Customers are responsible for the information they or their end users provide on their websites and our Customers are responsible for how they adhere to compliance with applicable laws and regulations, and their collection and storage of personal information.

## INFORMATION WE COLLECT

### Customers

#### Organizations who Contract with Assessment+

Assessment+ asks for your account information which includes your name, business name, email address, physical address, phone number. If you choose to pay invoices electronically, credit card and bank account information will be collected and stored (directly with a third party processor). By voluntarily providing Assessment+ with your account information, you represent that you own and consent to our use of such personal data.

#### Employees of Organizations Who Contract with Assessment+ or Users of our CustoMetrix™ Assessment Platform, Dashboards and Portals

Assessment+ asks for your first and last name, your email address, business name and possibly your physical address, phone number, title, and department. For specific types of assessments, your employer might provide us with, or you might be asked to provide, other demographic information related to you, such as location, level of leadership, gender, age, length of service, ethnicity, preferred language, education level, country of origin, business unit, etc. This type of demographic data is used for the purposes of aggregating employee data and providing summary reports to your employer. This information is kept strictly confidential and is never used for profiling for future advertising nor provided to outside agencies or organizations. The data is solely used for the purpose of providing feedback and overall input from assessments at an aggregated level. By voluntarily providing Assessment+ with your account information and/or your demographic information, you represent that you own and consent to our use of such personal data.

## Event/Marketing Participants

Assessment+ may ask for your name, email address, physical address, and phone number. Participation in events, surveys, contents, or subscribing to marketing material is voluntary and you may choose whether or not to participate and therefore disclose this personal data.

## Website Visitors

At your option, Assessment+ asks and may collect your name, email address, physical address, and phone number. In addition, we also collect information such as web server logs, internet protocol (IP) addresses, browser type, or other information as part of aggregated data.

## COOKIES AND OTHER TRACKING TECHNOLOGIES

Assessment+ uses cookies, beacons, tags, and other tracking technologies to identify your visits to our Website, other interactions with our Website, and personalize your search experience on our Website. We gather information such as internet protocol (IP) addresses, internet service provider (ISP), operating system, browser type, date/time stamp, and store it in log files. To collect this information, a cookie, a standard feature of a website that allows us to store a small amount of data on your computer to allow our web servers to recognize you, may be set on your computer or device when you visit our Website. We may track your use across different websites and services. In some countries, including those in the European Economic Area ("EEA"), the information in this paragraph may be considered personal information under applicable data protection laws.

You can control how websites use cookies by changing your cookie settings ([www.aboutcookies.org](http://www.aboutcookies.org)), but your modification may limit your use and functionality of some of the features on our Website. We do not use cookies nor other tracking technologies to provide you advertising based on your browsing activities.

## HOW WE USE YOUR INFORMATION

Assessment+ uses the information it collects about you in the following ways:

- To respond to any requests from you regarding sales and support.
- To contact you regarding any agreements or accepted terms that you may have with Assessment+ for the services.
- To provide you with emails that relate to your assessment process.
- To contact you regarding functionality changes to our services or Website.
- To develop new features and functionality to our services and Website.
- To collect payment and bill for our services.
- To help personalize searches.

- To diagnose problems.
- To find and prevent fraud.
- To carry out other purposes as disclosed to you through the Website, or found in terms or an agreement between you and Assessment+.
- Process for other purposes for which we obtain your consent.

## HOW WE SHARE INFORMATION

Assessment+ does not share, sell, or otherwise disclose your Personal Data for purposes other than those outlined in this Privacy Policy. We may disclose aggregated information about our users, and information that does not identify any individual, without restriction. Assessment+ discloses data gathered from you in the following ways:

- **Third Party Providers used to support our business** – Assessment+ may share your information with third party providers that provide services on our behalf or resellers who provide Assessment+ services, such as our Managed Service Provider, Hosting Provider, and other professional organizations who provide services relating to marketing support, processing credit card payments, content delivery, and customer support. Third party providers may only process personal information pursuant to Assessment+ instructions, and in compliance with the Privacy Policy and other applicable regulations (e.g. EU-US Privacy Shield framework).
- **Advertising** – We DO NOT share any of your information with Advertisers.
- **Business Transactions** – To provide information to a third party in the event of any disposition of all or any portion of our business (e.g., reorganization, sale, assignment, bankruptcy).
- **Aggregated or De-Identified Data** – We may disclose or use aggregated or de-identified information with third party providers for research purposes relating to our services.
- **As Required by Law or Similar Investigations** – To comply with legal obligations (e.g. subpoena) or investigate potential legal violations. Assessment+ may be required to share personal data in response to lawful requests from public authorities including to meet national security and/or law enforcement requirements.
- **Safety** – We may disclose your information to protect and defend the safety of Assessment+ in connection with investigating and preventing fraud or security issues.
- **Consent** – Assessment+ may share your information with your written consent.

## YOUR CHOICES

You may unsubscribe from receiving promotional or marketing emails from Assessment+ at any time by using the “unsubscribe” link in the email received, or by emailing us at [support@assessmentplus.com](mailto:support@assessmentplus.com). As outlined in the Section, Cookies and other Tracking Technologies, you can also control your cookie settings.

With respect to your account information, you may update, correct or delete information that you provided to us by logging into your Assessment+ account or contacting us at [dataprivacy@assessmentplus.com](mailto:dataprivacy@assessmentplus.com). If you choose to delete survey or assessment related data that you have provided on behalf of your organization/employer, your request for deletion must be approved by your employer.

## LEGAL BASIS FOR PROCESSING PERSONAL INFORMATION

For individuals in the EEA, the Assessment+ legal basis for collecting and using your personal information will depend on the personal information collected and the specific context in which we collect it. Assessment+ will process personal information from you where, a) we have your consent to do so, b) where processing is necessary for Assessment+ to perform services pursuant to an agreement, or c) where processing is in our legitimate interests and not overridden by your data protection interests or fundamental rights and freedoms. In some cases, we may also have a legal obligation to collect personal information, or may otherwise need the personal information to protect your vital interests or those of another person. At any time, you have the right to withdraw or decline consent. If you do not provide the requested information, Assessment+ will not be able to perform services for you. Also, you have the right to object where we rely on our legitimate interests to process your personal information.

## INTERNATIONAL TRANSFERS

Assessment+ is a U.S. company and stores your information in its data centers in the United States or, in limited cases, in the Netherlands. Assessment+ may transfer your personal information to countries other than the country in which you live. Whenever Assessment+ transfers personal information originating from the EEA or Switzerland to other countries not deemed adequate under applicable data protection law, it will do so on the basis of the Privacy Shield Frameworks or EU Standard Contractual Clauses.

To comply with European Union and Swiss data protection laws, Assessment+ self-certified under [the EU-US Privacy Shield and the Swiss-US Privacy Shield](#), as administered by the U.S. Department of Commerce. These frameworks were created to enable companies to comply with data protection requirements when transferring personal information from the EEA and Switzerland to the United States. If there is any conflict between the terms in this Privacy Policy and the Privacy Shield Frameworks, the Privacy Shield Frameworks shall govern.

## DATA SUBJECT RIGHTS

Individuals located in the EEA may have additional statutory rights available to them with respect to their personal information, including the right to access your personal information, have it erased, have it corrected, or object to or restrict processing. If you would like to make such a request, please email [dataprivacy@assessmentplus.com](mailto:dataprivacy@assessmentplus.com) and we will respond within thirty (30) days. Assessment+ will need to verify that the individual is inquiring about his/her own information before we can assist with the request.

We will comply with such requests to the extent legally required by applicable law or the EU-US or Swiss-US Privacy Shield. For EU individuals, you also have the right to lodge a complaint with the supervisory authority.

## CHILDREN

Our Website and/or services are not directed at children and our services are designed for businesses. We do not knowingly collect information from or about children under 13 years of age, and use of our services by children under 13 years of age is forbidden.

## CHANGES TO PRIVACY POLICY

Assessment+ reserves the right to modify this Privacy Policy at any time, however, should we change the Privacy Policy in a material way, a notice will be posted on our Website along with the updated Privacy Policy. If you disagree with the changes, you may terminate your services.

## CONTACT US

If you have any questions or concerns over this Privacy Policy, or wish to exercise any of your statutory rights, please contact us at:

Assessment+  
Data Privacy Department  
Attn: Director of Security  
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Suite 200  
Duluth, GA 30097  
USA  
Email: [dataprivacy@assessmentplus.com](mailto:dataprivacy@assessmentplus.com)