

PRIVACY POLICY

Synapbox is committed to protecting your privacy when visiting our website and when using our products and services (collectively “Products”). The policy outlined in this document is for all information gathered through the use of the Synapbox website only and is applicable worldwide.

Definition of Personal Information

“Personal Information” is any information that can be used to identify an individual, and may include, but is not limited to, name, email address, postal or other physical address, credit or debit card number, title, and other information required to provide or deliver a Product, or carry out a transaction you have explicitly requested. If you give us Personal Information, we will treat it according to this policy.

This document also covers information acquired through the use of our web-based Products such as video. Synapbox policy is to participate in research where data is only collected from people who have given informed consent. We advocate for an opt-in approach to study participation. Synapbox strives to adhere to the highest ethical standards required of the top research institutions internationally.

Participating in opt-in data collection

Synapbox provides people with opportunities to participate in interactive web applications in which data will be collected. Data will never be collected without informed consent. The data may include a subset of the following categories:

- Video from a participant’s web-cam and screen
- Emotional and visual data derived from video
- Text data from survey responses
- Browser Information
- Usage data. We collect usage data about you whenever you interact with our clients web pages. This may include which pages you visit, what you click on, when you performed those actions, and so on.

By Its nature, video and usage data of individuals is personal so Synapbox takes the process of recording participant video very seriously. Synapbox will never associate data with an individual without the individual’s consent. By default Synapbox will only use video and browser data to train its computer algorithms around measurement and communication of emotion and behavior, and will not share video data that has not been anonymized with outside groups. On occasion, Synapbox may provide people with an opportunity to explicitly opt-in to allow for their video data to be used in broader research or experimental purposes.

Cookies

We do not use cookies for tracking purposes.

You can choose to have your computer warn you each time a cookie is being sent, or you can choose to turn off all cookies. You do this through your browser (like Internet Explorer) settings.

Each browser is a little different, so look at your browser's Help menu to learn the correct way to modify your cookies.

Linked websites and third party services

Our websites and services may provide links to third-party websites and services that are outside our control and not covered by this policy. We encourage you to review the privacy policies posted on these (and all) sites you visit or services you use.

Children's privacy

Synapbox's website does not knowingly collect Personal Information from children under the age of 13, without parental consent. If we learn that we have collected Personal Information on a child under the age of 13, without parental consent, we will erase that data from our systems. Synapbox encourages parents and guardians to monitor the online activity of children in their care. Here are a few tips to help make a child's online experience safer:

- Teach children never to give Personal Information (such as name, address, phone number, school, etc.) unless supervised by a parent or responsible adult
- Know the sites your children are visiting and which sites are appropriate
- Review website privacy policies and be aware of how your child's information is treated

Consent to the transfer, processing and storage of Personal Information

We reserve the right to transfer your Personal Information gathered from our website to any Synapbox affiliate worldwide, as well as to third parties acting on our behalf, for the purposes of processing or storage of data. By providing any of your Personal Information, you fully understand and consent to such transfer, processing and storage of such information.

Updates to the Privacy Policy

We may update this policy from time to time. If you choose to opt in to email notifications by emailing legal@synapbox.com, you will be informed when changes take place. Whether or not you chose to receive notifications via email, our website will indicate when the policy has been altered. You may access the current version at any time by clicking on the "Privacy Policy" link at the footer on our website. Your continued use of the Synapbox website or Products thereafter, serves as binding confirmation that you agree with such changes.

IF YOU HAVE ENTERED INFORMATION ON OUR WEBSITE AND/OR ARE AN ACCOUNT HOLDER AND/OR CUSTOMER:

Accessing and updating your Personal Information

You are in control of whether or not you give us Personal Information, and you are free at any time to ask us to delete any personal information you have provided. Please contact us at legal@synapbox.com to make these changes as needed. Synapbox may need to retain some

Personal Information for the period of time necessary for legal proceedings, legal requirements or for settling your account.

Unsubscribing

Synapbox does not give out your Personal Information without your prior consent. By signing up for email notifications you are consenting to being contacted by the Synapbox sales and marketing team or their representatives.

Each promotional email from Synapbox or from parties to whom Synapbox has given your email address with your prior consent includes instructions on how you can unsubscribe from that category of mailing or from receiving email from that third party.

You may also unsubscribe from Synapbox's promotional emails by sending an email, including your name and email address to unsubscribe@synapbox.com.

Synapbox will work diligently to update these settings in a timely manner: please allow 2-4 weeks for account updates to take effect.

Collection and use of your Personal Information

Described below are situations in which Synapbox collects Personal Information and the purposes for which it is collected. We will use your Personal Information only in accordance with our Privacy Policy. If you do not wish us to continue using your Personal Information, you may request that your account be deactivated. The reasons we collect and use your Personal Information are outlined below.

If you sign up under "Contact us", Synapbox will try to send you the requested information. You may receive periodic calls or emails from our team in order to facilitate your request. Synapbox may provide enrollees with the latest product announcements, software updates, software and system enhancements, special offers, and other information. Enrollees may also be contacted by Synapbox or its trusted partners with offers to participate in surveys aimed at improving our Products.

If you are a Synapbox customer, you provide us your name, address, payment information, email and or telephone number. Synapbox may need to use this information to verify credit card information, process payments and ship products through our trusted shipping partners. Synapbox may make use of a trusted third party to process your payment and in these cases we will share your billing information with that party. If you are a Synapbox customer you may also receive product updates or other information from our team.

Synapbox customers may be granted access to protected areas of the website. In order to do so, they may need to activate a Synapbox Web account that requires the use and storage of some Personal Information.

Synapbox provides its customers with both technical and non-technical support options. When you contact customer support or technical support (support@synapbox.com), your inquiry and relevant Personal Information will be added to a support database to enable an appropriate

response. Synapbox may also store relevant Personal Information to manage customer feedback.

Synapbox offers Professional Services as well as software products. If you or your company has entered a Synapbox Professional Services agreement please be aware that the terms of that agreement may include additional use cases that require the collection of Personal Information. These terms may take precedence over this Policy. We encourage all of our clients to meet or exceed our standards for the protection of Personal Information. We will work with you to follow the highest integrity ethical standards, especially in the treatment of people as participants in data-collection studies.

Sharing your Personal Information

We do not sell or rent your Personal Information to others unless you have granted us permission to do so in advance. We may share your Personal Information within Synapbox and its affiliated companies and with third party service providers only for purposes of data processing or storage that are in accord with your informed consent. [by using the products, customers are consenting to the terms of this privacy policy]

If necessary to provide you with a Product or transaction you request, then we may also share your Personal Information with business partners, service vendors, authorized third-party agents or contractors.

We provide the third parties with the minimum amount of Personal Information necessary to fulfill the terms of the predetermined service or transaction, and no third parties are permitted to use your Personal Information except for the purpose of providing a specific service on behalf of Synapbox.

Under certain circumstances, Synapbox may be legally obligated to disclose your Personal Information (e.g. subpoenas, court orders, etc.). At our discretion, we also may elect to exercise our legal rights to defend against legal claims.

We may collect and possibly share Personal Information and any other additional information available to us in order to investigate, prevent, or take action regarding illegal activities, suspected fraud, situations involving potential threats to the physical safety of any person, violations of Synapbox's Terms of Service, or as otherwise required by law.

While navigating Synapbox's web site or computer-based Products, you may be directed to content or functionality that is hosted by a third-party supplier. When Personal Information is collected on behalf of Synapbox exclusively, Synapbox's Privacy Policy will be referenced and will dictate how your Personal Information will be used. For other, non-Synapbox sites or services, the site or service provider's privacy policy should be consulted.

We will ask for your consent before we use or share your Personal Information for any purpose other than the reason you provided it or as otherwise provided by this policy. In order to let us know your preferences, we will require an action on your part, such as checking the appropriate option, to indicate your consent.

Security of your Personal Information

Synapbox is committed to protecting the Personal Information you share with us. We utilize a combination of industry-standard security technologies, procedures, and organizational measures to help protect your Personal Information from unauthorized access, use or disclosure.

When we transfer credit card information over the Internet, we protect it using Secure Sockets Layer (SSL) encryption technology. While we strive to protect your Personal Information, we cannot ensure the security of the information that you transmit to Synapbox, please make sure that you protect yourself by never sending Personal Data over an unsecure connection.

We strongly encourage you to take every possible precaution to protecting your Personal Information when you are on the Internet. Good methods of protecting private information include: change your passwords often, use a combination of letters and numbers when creating passwords, make sure you use a secure browser and protect emails though encryption.

Contacting Us

If there are any questions regarding this privacy policy you may contact us using the information below.

www.synapbox.com

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Last Edited on 2016-02-12