

Customer Data Privacy and Security Policy

About MindEcology

MindEcology, LLC, is an S-Corp located at 11601 West Highway 290, Suite A101-358, Austin, TX 78737. The mission of the company is to provide its clients with data-driven insights that make marketing more effective and efficient, as well as to carry out specific marketing and advertising programs on behalf of its clients.

MindEcology often contracts directly with its clients. In other cases, MindEcology contracts with partner organizations (e.g., CVBs, advertising agencies, cities, economic development corporations, health care organizations, etc.) to fulfill particular tasks for the benefit of one or more of their end clients.

Terminology

In this document, the following terminology is used as per the supplied definitions:

- **“customer”** refers to any consumer in a business-to-consumer marketing or advertising context, including: customers, visitors, guests, patients, donors, etc.
- **“customer data”** refers to data pertaining to a specific customer household addresses and other types of personally identifiable (PII) data, usually at the consumer and/or consumer household level.
- **“partner”** refers to the partner company, agency, or organization that has contracted with MindEcology for the given project directly to the client (when applicable).

The Importance of Data Privacy and Security

Data privacy and security are issues of paramount importance for retail organizations, restaurants, accommodations, entertainment venues and non-profit organizations alike. Customer data needs to be safeguarded in order to ensure it does not leak into the hands of outside, ill-intentioned or simply unintended parties.

This is a matter of personal privacy (on behalf of the customers and households represented by the data). It is also a matter of competitive advantage on behalf of the stewards or owners of the data who supplied that data to MindEcology for the purposes of research.

MindEcology's Customer Data Privacy and Security Policy

In the course of carrying out MindEcology's various research projects, it is often required that we gather consumer data. Customer data collected can include, but is not limited to:

- Full customer address (i.e., street, city, state, ZIP code)
- Full customer spend (\$) (or donation amount, or other monetary-equivalent metric, such as savings account value or health care billings), expressed in US dollars
- Self-report or company-collected demographic data, such as age, income, ethnicity, etc.

MindEcology has instituted a rigorous and comprehensive data privacy policy to ensure the proper handling, processing, and eventual disposal of customer records, as well as of other sensitive data with which it is entrusted by its clients. Specifically, MindEcology ensures customer privacy and data security through the following measures:

1. **Limited access granted:** Customer data is only handled by a single individual, our co-founder and chief data scientist. Others at MindEcology do not have access to the data at any time.
2. **Not shared with third parties:** Customer data is never sold, lent, shown, shared, or used internally for marketing or outreach purposes.
3. **Not shared with the partner:** In the case of MindEcology working in conjunction with a partner, customer data is never shared directly with that partner – unless explicitly spelled out otherwise in the work contract. The client supplies the data directly to MindEcology via secure means.
4. **Customer names not required:** Customer names are NOT requested or required for most of our research projects, unless otherwise specified.
5. **Intended use only:** Customer data is never utilized for any purpose other than what is specified in the contract.
6. **Consumer-level data not included in final reports:** Individual customers' data are not included in any way in any of our output reports. Rather, customer data is handled and analyzed *in aggregate* with other customer data in order to show patterns that are reflected in the final report. Thus, no facts or attributes regarding an analyzed customer record will be reflected in the report or will be traceable back to a given customer.
7. **Secure transfer:** Data is transferred to MindEcology via a secure FTP and/or private Dropbox folder transfer
8. **Secure storage:** Data is stored on a password-protected, limited access server.
9. **Disposal:** Customer data is destroyed within fifteen (15) days upon completion of project.