

CheckMarket's privacy policy

CheckMarket, a company established in Turnhout (Belgium), owns and operates the CheckMarket web site checkmarket.com (hereinafter referred to as the "Web Site"). CheckMarket's policy is to comply with and respect privacy legislation, and to protect its users against the possible misuse of their personal information. The Belgian "Law on the Protection of Privacy" issued 8 December 1992 covers this information. It states that the client may request a copy of this information at any time to ensure its correctness. This privacy policy is applicable to the products and services presented on the Web Site and to CheckMarket's other internet services. This privacy policy is an integral part of CheckMarket's [terms of use](#).

Interviewees:

Panellists should be aware that in responding to surveys or survey invitations, they could be disclosing information that could make them personally identifiable to CheckMarket Members. The security and privacy protection implemented on this Site and through our Service does not cover this type of transfer or disclosure of personal information. Panellists responding to surveys or survey invitations should be aware that they alone are responsible for the content of their responses. For more detailed information concerning the protection of privacy when responding to surveys or survey invitations, please contact the authority conducting the survey.

CheckMarket Members and Web Site Visitors

CheckMarket uses personal data ONLY for its own purposes. It NEVER sells, rents or shares this data with third parties without the visitor's explicit permission. Changes to, or deletions from, this information can be made by sending an e-mail to support@checkmarket.com clearly stating your instructions.

Exclusive for our Members:

CheckMarket may not sell, transfer or use in any other way the panel data, e-mail addresses, texts, media and results in a specific Member's account without the Member's express consent. Registration details are password protected, so that only you and CheckMarket have access to your personal information and can view, remove, correct or cancel your registration details. CheckMarket cannot be held responsible if one or more of its clients and/or users in any way breaches or disrespects copyrights or abuses another person's rights or protected products (i.e.: without obtaining the reproduction rights!).

General:

To enhance our Web Site further, it is important to know which areas of our site are most frequented, and how much time our guests spend there. This information is processed collectively and anonymously. Its purpose is to see which 'types' of people are using our site (for example how many women and how many men). From time to time we also conduct on-line surveys, or send out questionnaires to solicit your ideas, opinions or suggestions on how we can improve our site, products or services for you. These online surveys or questionnaires are limited to CheckMarket members only (users that have a CheckMarket account). Occasionally we also share this information with our advertisers, business partners, sponsors and third parties so they can understand better what type of people are using our site. This does NOT involve information that can be used to establish your identity.

We do this in the several ways explained below.

Use of IP addresses

An IP address is a number that is automatically assigned to your computer when you log on to internet. This IP address automatically identifies your computer for web servers. These are the large computers that host these web pages.

CheckMarket collects IP addresses for its system administration and compiles reports to examine how our site is used. When you visit pages on the CheckMarket site, our servers or computers record the IP address of guest users. We do not associate IP addresses with anything that could identify you personally. This ensures that users always remain anonymous.

Cookies

Cookies are small pieces of information sent by a web site to a visitor's hard disk. Their purpose is to obtain information. Cookies make surfing the web easier for you because they save your preferences while you are on a site. **WE NEVER SAVE PASSWORDS OR CREDIT CARD INFORMATION IN COOKIES.**

The use of cookies is widespread and benefits the surfer. Most large web sites use them. Because they allow us to see how and when guest users visit our site, cookies help us to determine which areas are frequented and which are not.

The information contained in cookies lies at the heart of many improvements and most of the recent changes. Cookies also allow us to give pages a personal touch, which allows us to enhance our service to guests.

It is important to remember the following:

We will not use cookies to establish the identity of specific persons (except during on-line orders, after which the relevant data is removed).

Our site uses cookies to collect personal information from your computer that was not originally sent as a cookie file. We do not use personal information received via cookies for promotional or marketing purposes, nor do we share this information with third parties.

Links to other sites

Please be aware that while visiting our site you can follow links to other sites that are beyond our sphere of influence. CheckMarket is not responsible for the content or privacy policy of these other sites.

Security policy

We take the secure storage of your personal information very seriously. We exercise the greatest possible caution when your information is transferred from your computer to our servers.

Our employees are given access to your information only on a need-to-know basis and only for professional purposes. Any employee breaching our privacy and/or security regulations is subjected to disciplinary measures; these include possible dismissal, as well as civil action and/or criminal prosecution.

A word of caution to our members:

We advise you not to share your password with anyone. We will NEVER ask you for your password in an unannounced telephone conversation or e-mail. You are ultimately responsible for maintaining the secrecy of your passwords and any personal information to which they give access.

Please remember to log off the CheckMarket site and to close your browser window when you leave our site. This will ensure that no one else who may use your computer can gain unauthorized access to your personal information and correspondence. This is particularly important when you use a computer in a public place such as a library or internet cafe.

Acceptance of these Conditions

When you visit this site, we assume that you have carefully read this document and that you have understood and followed the advice it contains. If you do not agree with our privacy policy or advice, you should refrain from using our site. We reserve the right to change our privacy policy as necessity dictates. Your continued use of the CheckMarket-site after having been informed of any such changes to these conditions implies acceptance of the revised privacy policy.

Our Legal Obligation to Disclose Personal Information

We will reveal a user's personal information without his/her prior permission only when we have reason to believe that the disclosure of this information is required to establish the identity of, to contact or to initiate legal proceedings against a person or persons who are suspected of infringing rights or property belonging to CheckMarket or to others who could be harmed by the user's activities or of persons who could (deliberately or otherwise) transgress upon these rights and property. We are permitted to disclose personal information when we have good reason to believe that this is legally required.

What to do when your information is incorrect or when you wish to delete your registration or be removed from the membership list

It is our concern to ensure that the personal information we have on file is correct and up to date. We therefore wish to provide you with an opportunity to access this information so that you can correct it or withdraw from the list of members whenever you so desire.



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CheckMarket's position on protecting the privacy of those using its on-line services is that personal information will be protected and treated with all due respect.

Use of this site implies acceptance of our [Terms of Use](#).

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