

Dear Survey Creator,

In anticipation of your concerns on privacy and anonymity, we at Zarca Interactive have taken the necessary measures to protect all information provided by our clients as well as survey participants. To ensure that survey creators have an accurate understanding of our policy on these issues and the difference between Confidentiality and Anonymity, we have provided the following information:

Zarca Interactive Anonymous Surveys

Anonymity is the right of a survey participant by which the party administering the survey is not able to link an individual respondent to a particular response based on the email address or the login of the invitee or the IP address of the computer from where the response was received. In essence, there is no electronic trace by which you can link their response to them.

We have developed technology that disconnects a participant's response from any electronic identifying information. Such surveys are identified by an automatic link that reads "This is a Zarca Interactive Anonymous Survey" appearing the bottom of each page. The only information that can be viewed is the information provided in the survey.

When you view the reports, both the IP address and email address fields are masked as shown below:

Email address	IP Address	Participation Date
Anonymous	Anonymous	Anonymous 29-Jul-05 at 15:16 EST
Anonymous	Anonymous	Anonymous 29-Jul-05 at 15:14 EST

Please bear in mind that if your survey asks for any personally identifying information such as name or email address, it will not be a truly anonymous survey. The respondent may choose to leave those fields blank. Further, please advise your respondents not to divulge information that would allow anyone reading your response to determine your identity based on such information. This is particularly true for open-ended responses. However, we can assure you that your respondents' identities will not be revealed based on any electronic trace such as their email address or IP address when they participate in a survey marked as Zarca Interactive Anonymous Survey.

Reminders for Zarca Interactive Anonymous Surveys

You may legitimately wonder how a survey can be anonymous if you can distribute reminders to invitees who have not yet participated in your survey. Our technology can do this without identifying the persons to whom reminders are being sent. Only a part of our database which is not accessible to you "knows" who has responded to an anonymous survey. The Survey Administrator will never gain access to this information.

Confidentiality

Confidentiality is the practice of keeping the information provided a secret. We are committed to being faithful custodians of data on behalf of our clients. Every aspect of permissible use of our platform by our clients is regarded as confidential information. Under terms of the contract between us, we do not share such information with third parties nor do we claim any rights on it.

In a confidential survey, you as the survey creator can connect the individual responses to participants. However, the data is to be shared in "aggregate" so that the participant's individual response is shielded from the larger population.

That said, your organization may have its own privacy policy and the information provided may be subject to those policies. For more information regarding privacy, please refer to our privacy policy located on our website at <http://www.zarca.com/privacy.html>.

Tips for Creating an Anonymous Survey:

1. Never use the words “confidential” and “anonymous” interchangeably. They are not the same!
2. Explain anonymity and confidentiality to your audience when necessary. This can be done in the opening text, email invitation, and/or reminder text.
3. If sending reminders to an anonymous survey, be sure to notify your audience that only the system knows who to send reminders to; you are not able to identify them. This can be done in the text of the reminder email.
4. If you are creating an anonymous survey, be sure to utilize the Anonymity function in the Survey Settings.
5. Do not make demographic questions mandatory – they are identifying questions.
6. Remind your participants to be conscious of how they respond to open-ended questions – they also can be identifying.

Frequently Asked Questions:

When would you want to use the Anonymity feature?

An anonymous survey provides an environment of trust by increasing the participants’ feelings of privacy and security. When a respondent knows that their response cannot be connected to them, they feel more comfortable being candid as the fear/concern of consequence or retribution is eliminated.

What is the difference between anonymity and confidentiality?

In a confidential survey, individual responses can be linked to participants. In an anonymous survey, the electronic identifying information (IP address, email address) is disconnected from the individual response, and the survey creator will not know the source of each response.

Can you track the individual responses to an anonymous survey?

No. When the electronic identifying information is disconnected from the response, you as the survey creator lose the ability to track the responses. In other words, you can only view your list of invitees and if anyone opted out.

Can you send intelligent reminders for an anonymous survey?

Yes. The Zarca Interactive system knows the electronic identifying information that you as the survey creator cannot access. Intelligent reminders can be sent to those invitees who have not yet participated. You will be able to see the number of reminders that are going out, however you will not know who the recipients are.

Can you customize an anonymous survey’s invitation using Mail Merge and still maintain anonymity?

Yes. Mail Merge has nothing to do with anonymity; the Mail Merge function is utilized before the survey is distributed. As the survey creator, you will not see the customized invitation for your respondents, and will have no idea what each response’s invitation looked like.

If the respondent’s email address is in the link, how is the survey still anonymous?

Zarca Interactive places email addresses in the link for the system’s tracking ability. As the survey creator, you do not have access to the participant’s link, unique ID, email address, IP address, or resulting data.

Please do not hesitate to contact us at (703) 234-7980 or email us at support@zarca.com with any additional questions.