

Dear Survey Participant,

Thank you for taking a moment to complete the survey sent to you. Your candid feedback shall serve as the basis of decisions that are meant to provide you with better policy, product or service. To ensure that survey respondents have an accurate understanding of our policy *on* and the difference *between* Confidentiality and Anonymity, we have provided the following information:

Zarca Interactive Anonymous Surveys

When you participate in a survey marked as Zarca Interactive Anonymous Survey, your identity will not be revealed based on any electronic trace such as your email address or IP address. The only information that can be viewed is the information you provide in the survey. Anonymous surveys are identified by an automatic link that reads "**This is a Zarca Interactive Anonymous Survey**" appearing the bottom of each page. Unless that link is present, we cannot guarantee the anonymity of the survey. For more information regarding Anonymity, please see below.

Reminders for Zarca Interactive Anonymous Surveys

Our technology can generate reminders without identifying the individuals to the Survey Administrator. Only a part of our database "knows" who has and has not responded to an anonymous survey; the Survey Administrator will never gain access to that information.

Confidentiality

Confidentiality means that the survey creator can connect the individual responses to participants; however, by presenting the data in aggregate, the participant's individual response is shielded from the larger population. For more information regarding Confidentiality, please see below.

Tips for Responding to an Anonymous Survey:

1. A truly anonymous survey will not ask for any personally identifying information such as name or email address. If you encounter such a question, you may choose to leave these fields blank and/or contact the survey administrator.
2. Please be sure not to divulge information that would allow anyone reading your response to determine your identity. This is particularly true for open-ended responses.

Frequently Asked Questions:

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 the survey creator track my individual response to an anonymous survey?

No. When the electronic identifying information is disconnected from the response, the survey creator cannot track your response. In other words, they can only view the list of invitees and if anyone opted out of the survey.

Is the survey really anonymous if the survey creator can send out reminders?

Yes. The Zarca Interactive system knows the electronic identifying information that the survey creator cannot access. Intelligent reminders can be sent to the invitees who have not yet participated. However, the survey creator will never see who is actually receiving those reminders.

My email invitation includes personal information about me (e.g., my name, title, etc.). How is the survey still anonymous?

Mail Merge has nothing to do with anonymity; the Mail Merge function is utilized before the survey is distributed. The survey creator will not see your invitation when reviewing the data, and there is no way for him/her to connect your personalized invitation to your response.

My 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. The survey creator does not have access to the participant's link, unique ID, email address, IP address, or resulting data in an anonymous survey.

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

Further Information:

Anonymity

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 your response could be linked to you.

We have developed technology that disconnects a participant's response from any electronic identifying information. When the organization that is administering the survey views their 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

Confidentiality

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. Confidentiality is the practice of keeping your information secret. Under terms of the contract between us, we do not share such information with third parties nor do we claim any rights on it. That said, the organization requesting your feedback through this survey may have its own privacy policy and the information you provide may be subject to those policies. For information on how the Survey Administrator handles confidentiality, please contact them directly. For more information on Zarca Interactive privacy, please refer to our privacy policy located on our website at <http://www.zarca.com/privacy.html>