

# Privacy policy

The CrowdSens website and service including (without limitation) all websites, mobile applications and other interactive properties through which the service is delivered (collectively, the "Service") are owned, operated and distributed by RoadmapMetrics, Inc., a Massachusetts corporation (referred to in these Privacy Policy as "RoadmapMetrics" or "CrowdSens" or "we" and through similar words such as "us," "our," etc.). When we collect your information we may share it across our group companies.

This Privacy Policy explains how CrowdSens uses personal information we collect and how you can limit our use of that personal data.

## **1. What information do we gather?**

1.1 We gather information that relates to, and can identify you (e.g. your name and email address).

We collect information that does not identify you to evaluate our site, ensure that our site and services run properly and ensure we are paid for advertising services we offer.

We might also collect your IP address through the placement of cookies (see sections on cookies and their management, below).

## **2. How do we gather information?**

2.1 Information is gathered in two ways:

- (1) indirectly (e.g. using website technology or technology when you use a CrowdSens application for a mobile device); and
- (2) directly (e.g. when you buy a subscription, sign up to create atelegraph.co.uk profile, download a mobile device application or you otherwise provide your information when you interact with us).

## **3. How we use your information**

3.1 We might use your information to:

- (1) remember you when you visit our website and track your browsing patterns by using cookies.
- (2) contact you by email to let you know about any of our products, services or promotions
- (3) ensure materials on the website or in apps are presented in the most effective manner for you and your computer or mobile device;
- (4) collate and log numeric internet addresses to improve the website and to monitor website usage;
- (5) assess and understand customer feedback and identify usage hotspots;

## **4. Cookies**

4.1 A cookie is a small piece of information that is placed on your computer when you visit certain websites. Find out more about the use of cookies on <http://www.cookiecentral.com>.

4.2 We use the following types of cookie:

- (1) Analytics cookies that anonymously remember your computer or mobile device when you visit our website. They keep track of browsing patterns and build up a profile of how our readers use the website. We might use that information to target advertisements to you on our and other websites.
- (2) Service cookies that help us to make our website work as efficiently as possible; remember your registration and login details; remember your settings preferences; and meter the number of pages you view for the purpose of administering subscriptions to The Telegraph.

## **5. Managing your cookies preferences**

5.1 Most browsers allow you to turn off cookies. To do this look at the "help" menu on your browser. Switching off cookies may restrict your use of the website and/or delay or affect the way in which it operates.

## **6. Security**

6.1 CrowdSens does not store passwords, login is facilitated through Facebook.com.

6.2 We invest in high-quality security and do our utmost to protect user privacy. No data transmission over the Internet can be entirely secure, and therefore we cannot guarantee the security of your personal information and/or use of the website. Any information that you send is at your own risk and may be read by others. However once we have received your personal information we use strict procedures to protect the security of your personal information.

## **7. Disclosing your information**

7.1 We may disclose your personal information if we are approached by a potential buyer of our business, if we required to do so by law or in good-faith believing such action is necessary to comply with the law.

7.3 We never sell personal information, or pass it to third parties for marketing purposes without your permission.

## **8. Changes to this Policy**

8.1 If we change our Policy, we will post the changes on this page. Please check the website regularly for any changes to this Policy.

## **9. If you don't feel we're adhering to this Policy, what should you do?**

9.1 If you believe that we have not adhered to this Policy, please notify us by email at [admin@crowdsens.com](mailto:admin@crowdsens.com) and we will try to solve the problem promptly.