



Website Privacy Policy

1. Purpose

The purpose of this Website Policy is to inform visitors to our public website (www.predictiveindex.com) of the procedures we follow and the technology we use to protect your information from unauthorized access, disclosure, or release. In this Website Policy, the term “personal information” means information that identifies, or can be used to identify, an individual. This Website Policy applies solely to information collected by our public website.

2. The Information we collect

Visitors to our website may elect to complete a Business Inquiry form, subscribe to our monthly email newsletter, or for other reasons voluntarily submit “personally identifiable information.” This may include, but is not limited to, a person’s name, company name, physical address, telephone number, and email address. To respond to the visitor’s request, this information may be shared with employees of The Predictive Index as well as with The Predictive Index’s distributors and their employees and subcontractors.

3. How we use and disclose this information

We use the information we collect to provide services which you request and to enhance the user experience.

The Predictive Index may elect to generate “cookies” which are used only for the purpose of improving the user experience. Users may reject a cookie with the understanding that access to and use of the site may be limited. Cookies that are stored on the user’s hard drive are used to assist with login defaults (i.e., persistent cookies which contain a user name which is frequently an email address) and to maintain session state during use of our secure applications (i.e., session cookies) and to track activity on the Company’s site (tracking cookies). You can learn more about cookies and how they work at www.allaboutcookies.org.



Like most standard web servers, we use log files in order to monitor the quality of the user experience on our site. This includes Internet protocol (IP) addresses, browser type, internet service provider (ISP), referring/exit pages, platform type, date/time stamp, and number of clicks to analyze trends, administer the site, track user's movement in the aggregate, and gather broad demographic information for aggregate use. This information is not linked to personally identifiable information.

We may use third party analytics services on our website, such as Google Analytics. The information collected through these means (including IP address) is disclosed to these service providers, who use the information to analyze use of our website. To disable Google Analytics, please download the browser add-on for the deactivation of Google Analytics provided by Google at [Google Analytics Guide](#)

The Predictive Index reserves the right to disclose personal information if required by law enforcement authorities, (to the extent permitted by applicable law) and to the extent necessary to protect its legal rights.

4. **Keeping your information private and secure**

We use commercially reasonable and generally accepted precautions to protect personally identifiable information both online and off-line. Requested on-line information is encrypted during transmission and is protected while stored with industry standard and commercially reasonable measures typically used in similar commercial sectors. We also follow generally accepted and commercially reasonable policies and procedures to protect personal information off-line. Personal information is restricted in our offices with access limited to employees who need the information to perform a specific job. The servers on which we store personally identifiable information are kept in a secured and monitored environment. The Predictive Index does not sell, share, or rent collected information to others in ways different from what is disclosed in this statement.



5. Third party websites

Please note that our public website contains links to other sites not owned and/or operated by The Predictive Index; therefore these sites may have privacy policies that differ from our website.

6. Transfers outside your home country

Because The Predictive Index is headquartered in the United States, we may have a need to transfer information from non-U.S. respondents and other users to the United States. We may also have a need to transfer your personal information (regardless of where you live) to other countries or places in which we or our customers, distributors, or subcontractors, maintain offices or facilities. As part of the registration process to take a PI assessment or to access PI software, you are asked for your consent to this Website Privacy Policy and the [Respondent Privacy Policy](#) and agree to allow us to transfer your information outside your home country and to process it inside the United States or elsewhere for the purposes stated in this Website Privacy Policy and the Respondent Privacy Policy.

The Predictive Index complies with the E.U.- U.S. and Swiss-U.S. Privacy Shield Frameworks as set forth by the U.S. Department of Commerce regarding the collection, use, and retention of your information transferred from any country in the European Economic Area or Switzerland (as applicable) to the United States. To read our Privacy Shield policy [click here](#). To learn more about the Privacy Shield program, and to view our certification, please visit <https://www.privacyshield.gov/list>.

7. California Privacy Rights

Pursuant to Section 1798.83 of the California Civil Code, residents of California have the right to request from a business, with whom the California resident has an established business relationship, certain information with respect to the types of personal information the business shares with third parties for direct marketing purposes by such third party and the identities of the third parties with whom the business has shared such information during the immediately preceding calendar year. If you are California resident and want a copy of this notice, please submit an email request



to privacy@thepredictiveindex.com. In your request, please specify that you want a “Your Predictive Index California Privacy Rights Notice.” Please allow 30 days for a response.

8. General

The Predictive Index website does not currently recognize and process “do not track” signals from different web browsers. For more information on “do not track,” please visit <http://www.allaboutdnt.org>. This Policy is publically available on the The Predictive Index website. Changes to this Policy will be posted on this site. We will use information in accordance with the Privacy Policy version under which the information was collected.

Policy updated as of September 1, 2017

[Website Privacy Policy](#)

[Respondent Privacy Policy](#)

Changes To This Policy

We reserve the right to amend this Policy from time to time consistent with the Privacy Shield's requirements.

Effective Date: September 1, 2017

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