

Privacy Policy

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Screen Engine/ASI, LLC and our affiliated entities (collectively, the Company,” “we” and “us”) are committed to giving our users unique opportunities and to providing excellent market research services to our clients.

This Privacy Policy applies to: (1) all websites, mobile applications, survey platforms, and any other digital properties owned or operated by us or our affiliates including but not limited to previewfreemovies.com, viewerschoice.com and everyonezez.com (“Sites”); and (2) market research, such as surveys or focus groups, that we or our affiliates conduct on behalf of our clients (the Sites and all market research services are collectively referred to as “Services”). This Privacy Policy explains what kinds of information we collect, how we may use and share your information, as well as how you may control certain uses of it. By using or participating in the Services, you consent to this Privacy Policy, our [Terms and Conditions](#), and any written agreement(s) executed and in effect in connection with any of our products or services.

Overview of Our Privacy Policy

When you use or participate in the Services (e.g., registering for free screening invitations or completing a survey), we collect information that identifies, relates to, describes, and is reasonably capable of being associated with a particular consumer, household, or device (“Personal Information”). Personal Information does not include de-identified or aggregated consumer information. We may collect Personal Information such as your name, email address, telephone number, birth date, zip code, location information, interests, and other demographic information. We may also automatically collect computer data such as your IP address, browser type, domain names, access times and referring website addresses.

We collect and use your Personal Information to operate and deliver the Services, provide market research services to our clients, complete your transactions, provide you with targeted offers and advertising from us and select partners, and contact you when necessary. We and our third party ad networks may use cookies and other technologies to help you personalize your online experience and provide you with relevant content.

We take steps to safeguard all of the information we collect, including using encryption when Personal Information is transmitted electronically.

We may share the information we collect from and about you with select partners and service providers as well as third parties such as our clients. We similarly reserve the right to disclose your Personal Information if required to do so by law or in the good faith belief that such action is necessary to, among other things: (a) comply with legal process served on us; (b) protect and defend our rights or property; and (c) act under exigent circumstances to protect the personal safety of our users, employees, or the public.

You may at any time unsubscribe from promotional and marketing materials sent to you by clicking the “unsubscribe” link at the bottom of our emails.

If you are a California resident, you may have additional rights. Please see our California Privacy Rights section below for more information.

This Privacy Policy contains an arbitration clause and class action waiver. By using or participating in the Services, you consent to this Privacy Policy and agree any dispute or claim you may have against us related to or arising under your relationship with us or this Privacy Policy will be resolved in arbitration. You waive your right to bring claims in court, to have those claims heard by a judge or jury, and to file claims on behalf of anyone but yourself and your family.

How We Collect Personal Information and Other Data

We collect information in three different ways: (1) information you provide to us; (2) information we receive from third parties; and (3) information collected through various automated collection technologies.

Information You Provide. When you use or participate in the Services (such as visiting our Sites, completing a survey on a survey platform, or attending one of our screenings or other research sessions) or otherwise correspond with us, we and our service providers collect Personal Information you provide to us. Personal Information collected in this manner includes contact information such as your email address, name, and zip code, as well as your race, ethnicity, income level, gender, date of birth, parental status, education level and financial information. If you respond to a job posting or apply for employment with us, we collect Personal Information you provide in your application, resume, or other communications.

Information From Third Parties. We may receive Personal Information from other sources. For example, if you connect your social media account(s) to your profile with us, the social media site may share information with us about your use of their services, including information about your profile, contacts, and viewed or liked content. We encourage you to read the applicable privacy policies for your social media accounts. We have no responsibility for and are not liable for the data collection and use practices of those social media sites.

Information Collected Through Automated Technologies. We and our service providers also collect Personal Information and other data through automated data collection technologies, such as cookies or pixel tags. This information tells us about how people use our Sites so that we can analyze their effectiveness and provide you with a better web or app experience. We collect and use this information through a variety of technologies, as discussed below.

(a) Server Information

Like most websites, the Sites gather certain information automatically and store it in log files. This information includes internet protocol (“IP”) addresses, browser type, operating system, internet service provider (“ISP”), referring/exit pages, date/time stamp of access, and clickstream data, and information about the content you view on the Sites. When you visit the Sites, the

servers automatically log your IP address, the time and duration of your visit, and the time and duration spent on the pages of the Sites which you view. If you arrive at the Sites by clicking a paid advertisement or a link in a communication, then the server will capture information that tracks your visit from that link. If you arrive at the Sites by clicking on a non-paid source, such as a search engine result or link on another website, the server captures information that tracks your visit from that source, to the extent available. The server also captures information from direct traffic.

(b) Site Visit Tracking Technologies

As is standard practice on many websites, our Sites use “cookies” and other technologies to help us understand which parts of the Sites are the most popular and the preferences of our users. We may also use cookies and other technologies to study traffic patterns on the Sites, to improve their functionality and usability, and to improve the effectiveness of our communications with our users and clients. We may also use cookies to customize your experience and provide greater convenience to you during your interactions with the Sites.

A cookie is a unique alphanumeric identifier that websites use to help identify the number of unique visitors to a website, whether or not those visitors are repeat visitors, and the source of the visits. If you prefer not to enable cookies or to disable them, you may do so through your web browser’s security settings. Please note that certain features of our Sites may not be available once cookies have been disabled.

We may also use pixel tags (also called web beacons or clear GIFs), which are tiny invisible graphic images, in the Sites. Pixel tags may be used by us to count users who have visited its webpages and for related website statistics (for example, recording the popularity of certain website content and verifying system and server integrity).

Some of our email or text communications to you may contain a “click-through URL,” which links to content on our Sites. When you click one of these URLs, it passes information through our web server before you arrive at the destination web page. We track this click-through data to help determine interest in particular products and measure the effectiveness of our communications. If you prefer not to be tracked, simply avoid clicking text or graphic links in emails or texts you receive from us.

(c) Different Devices

If you use different devices (i.e., your smart phone, laptop, and/or home computer) to access the Services, we may collect device-specific information, including your hardware model, operating system version, browser type, unique device identifiers, phone number, and mobile network information. We may associate your device identifiers or phone number with your profile information.

(d) Third Party Analytics

We use automated devices and applications, such as Google Analytics, to evaluate usage of our Sites. We also may use other analytic means to evaluate our Services. We use these tools to help us improve our Sites and user experiences. These devices and applications may use cookies,

tracking pixels and other tracking technologies to perform their services. We do not share your Personal Information with these third party analytics service providers.

(e) “Do Not Track” Signals

“Do Not Track” is a privacy setting that you may set in your web browsers. If turned on, this setting requests that websites not track information about users. At this time, we do not respond to “Do Not Track” browser settings or signals.

Personal Information Collected

In the 12 months preceding the Last Updated date of this Policy, we have collected the following categories of Personal Information from consumers:

Category	Examples	Collected
A. Identifiers.	A real name, alias, postal address, unique personal identifier, online identifier, Internet Protocol address, email address, account name.	YES
B. Personal information categories listed in the California Customer Records statute (Cal. Civ. Code § 1798.80(e)).	A name, address, telephone number, education, employment. Some personal information included in this category may overlap with other categories.	YES
C. Protected classification characteristics under California or federal law.	Age (40 years or older), race, color, ancestry, national origin, religion or creed, marital status, sex (including gender, gender identity, gender expression, pregnancy or childbirth and related medical conditions), veteran or military status.	YES
D. Commercial information.	Records of personal property, products or services purchased, obtained, or considered, or other purchasing or consuming histories or tendencies.	YES
E. Biometric information.	Genetic, physiological, behavioral, and biological characteristics, such as DNA sequences, fingerprints, facial geometry, voiceprints, iris or retina scans, and sleep, health or exercise data.	NO
F. Internet or other similar network activity.	Browsing history, search history, information on a consumer’s interaction with a website, application, or advertisement.	YES
G. Geolocation data.	Physical location or movements.	YES
H. Sensory data.	Audio, electronic, visual, thermal, olfactory, or similar	YES

	information.	
I. Professional or employment-related information.	Current or past job history or performance evaluations.	NO
J. Non-public education information (per the Family Educational Rights and Privacy Act (20 U.S.C. Section 1232g, 34 C.F.R. Part 99)).	Education records directly related to a student maintained by an educational institution or party acting on its behalf, such as grades, transcripts, class lists, student schedules, student identification codes, student financial information, or student disciplinary records.	NO
K. Inferences drawn from other personal information.	Profile reflecting a person’s preferences, characteristics, psychological trends, predispositions, behavior, attitudes, intelligence, abilities, and aptitudes.	YES

For purposes of this disclosure, Personal Information does not include: publicly-available information from government records; de-identified or aggregated consumer information; health or medical information covered by the Health Insurance Portability and Accountability Act of 1996 (HIPAA) or the California Confidentiality of Medical Information Act; information covered by certain sector-specific privacy laws including the Fair Credit Reporting Act, the Gramm-Leach-Bliley Act, or the California Financial Information Privacy Act.

Use of Personal Information

We collect and use your Personal Information to provide the Services. During and after a movie screening, focus group, or survey, we use your information and feedback to inform clients on the viability of certain products. By providing information to us at a movie screening or focus group or through a survey, you understand and agree that the information may be used for analysis, advertisement, and further business purposes of us, our clients, select partners, and third party service providers.

We may further use your Personal Information to: communicate with you; improve your experience and develop new products or services; respond to questions you may have; provide you with advertising, information or promotional material about our Services or the services of our partners; improve or fix the Services and our business; protect us, our employees, and any other users of our Services; to comply with a legal obligation; for any other purpose we disclosed at the time the information was collected, whether online or in person; and for any other purpose with your consent.

We may share your information with advertisers and ad networks. Advertisers may use your information to provide you with relevant advertisements based on your online behavior, your activities on our Sites and other third party sites or mobile apps, interactions with our email, demographic information, or information relevant to your general location so that the advertising

served to you through our Sites, across other third party sites, mobile apps, or devices, via email, or through push notifications more closely aligns with your interests or geographical location.

Disclosure or Sharing of Personal Information

Any information we receive from your use of or participation in the Services may be shared with the following persons or entities as described below.

We may share information with our clients, select partners, and third service party providers if such sharing will help us perform a business or technical support function. Third party service providers may assist us with conducting screenings, focus groups, and/or surveys, as well as helping us to maintain and manage our data and information, communicate with our users and clients, and service our Sites and technology infrastructure. Before disclosing Personal Information to third parties, we enter into a contract that describes the purpose and requires the recipient to both keep the Personal Information confidential and not use it for any purpose other than that described in the contract.

We may share information about you with advertisers and other third parties for marketing and promotional purposes.

In the event that we or some of our assets are sold or transferred or used as security, or to the extent we engage in business negotiations with our business partners, the information collected via the Services may be transferred or shared with third parties as part of that transaction or negotiation. We may also provide information or provide access to information to any of our affiliated businesses or to our business partners.

We may disclose aggregated or de-identified information about our customers without restriction. This data cannot be attributed to any specific individual. We may disclose aggregated or de-identified customer data to our clients, affiliates, and other third parties for lawful purposes.

On rare occasions, we may disclose specific information without your consent and without notice to you as required to comply with laws and regulations, or to comply with court orders, subpoenas, or lawful discovery requests. Information collected from or about you may also be used to investigate security breaches or otherwise cooperate with authorities. We may also share information with companies assisting in fraud protection or investigation.

We may disclose information about you without your consent and without notice to you as required to enforce or apply the [Terms and Conditions](#) or other agreements you may have with us.

In the 12 months preceding the Last Updated date of this Policy, we have disclosed the following categories of consumer Personal Information for a business purpose:

- Category A: Identifiers.
- Category B: Personal information categories listed in the California Customer Records statute (California Civil Code § 1798.80(e)).

Sale of Personal Information

We may disclose your Personal Information to our clients in connection with providing market research services to them. Under some laws, including under California law, this may be considered a “sale” of your Personal Information. In the 12 months preceding the Last Updated date of this Policy, we have disclosed the following categories of consumer Personal Information to our clients, which disclosure may be considered a “sale”:

- Category A: Identifiers.
- Category B: Personal information categories listed in the California Customer Records statute (California Civil Code § 1798.80(e)).

Opting-Out

If you are a California or Nevada resident, you have the right to opt out of the sale of your Personal Information. Please note that if you opt-out of the sale of your Personal Information you will not be able to continue to participate in movie previews, screenings, focus groups, or surveys. To exercise your right to opt-out of the sale of your information, email us at dataprivacy@previewfreemovies.com or leave a message at (888) 502-3665. You may also click on the following link to submit your request:

Do Not Sell My Personal Information

Anyone may opt-out of our and our partners’ marketing communications. To opt-out, or to receive more information on who we’ve shared your information with, email us at dataprivacy@previewfreemovies.com or leave a message at (888) 502-3665. You may also unsubscribe from any advertising materials we send you by clicking on the “unsubscribe” link at the bottom of the email you receive.

Securing Personal Information

We take particular steps to safeguard your information, such as storing information on secure servers in a controlled environment and using encryption when sensitive information is transmitted to other websites or third parties. While we make reasonable efforts to help ensure the integrity and security of our network and systems, we cannot guarantee that your Personal Information will not be subject to unauthorized access, disclosure, or loss. Please advise us immediately of any incident involving the loss of or unauthorized access to or disclosure of Personal Information that is in our custody or control. You may email us at dataprivacy@previewfreemovies.com or leave a message at (888) 502-3665.

Message Boards and Posting

Please keep in mind that if you disclose Personal Information or personally sensitive data on our public message boards, this information may be collected and used by others. We strongly suggests you exercise caution when deciding to disclose Personal Information on any public area of our Sites or the Services; we cannot control, and are not responsible for, the actions of third

parties that may access the Sites or Services and disclosing any information in public areas is done at your own risk.

Third Party Sites

Any third party website or app linking to or from the Sites is subject to the privacy practices and privacy policy, if any, applicable to the third party's website or app. We are not responsible for the privacy practices or contents of any partner or third party website or app. We recommend that you always review the privacy policies of merchants and other third parties before you provide any Personal Information or complete any transaction with such parties.

Children's Privacy

Our Services are not aimed at or intended for children under the age of 13. We do not knowingly collect information from children under the age of 13. If you are under age 13, do not use our Services or submit any information to us. If you are age 13 to 17, do not use our Services unless you have guidance and consent from your parent or guardian.

If we learn that we have inadvertently collected Personal Information relating to a child under the age of 13, we will delete that information from our records. If you believe we might have any information from or about a child under the age of 13, please contact us at dataprivacy@previewfreemovies.com or leave a message at (888) 502-3665.

California Privacy Rights for California Residents

Review, Modify, or Delete Your Information

If you are a California resident, you can review and change your Personal Information by logging into your account with us and visiting your profile. You may also send us an email at dataprivacy@previewfreemovies.com or leave a message at (888) 502-3665 to correct or delete any Personal Information that you have provided to us.

If you request that your profile information be deleted or if you unsubscribe from communications, we may maintain information about your inquiries for future service and recordkeeping purposes. In some circumstances, a change in or withdrawal of consent may severely limit our ability to provide you information, products, or services. We may not accommodate a request to change information if we believe the change would violate any law or legal requirement or cause the information to be incorrect.

Applicable Law

We recognize that our Sites may be accessed from anywhere in the world, and that the laws of the jurisdictions in which some users are located may differ substantially from those of the United States and the State of California. You should be aware that Personal Information and data related to the Services is hosted in the United States. Because we cannot practicably prevent users in different jurisdictions from accessing the Services, you are responsible for knowing and

complying with the laws of your jurisdiction. If such laws conflict with your use of the Services or any of their content or functionality, the Services are not intended for you, and we ask you not to use them or submit any information through them.

Mandatory Binding Arbitration

In we are unable to resolve any privacy-related issue or alleged violation of this Privacy Policy, all such disputes, controversies, or claims will be settled by binding arbitration administered by the American Arbitration Association under its Commercial Arbitration Rules and Mediation Procedures or, if applicable, Consumer Arbitration Rules. Any judgment on the arbitral award rendered by the arbitrator(s) may be entered in any court having jurisdiction thereof. All arbitration proceedings will be held in Los Angeles County, California. You may contact us to make an arbitration request at dataprivacy@previewfreemovies.com or leave a message at (888) 502-3665.

CLASS ACTION WAIVER: Neither you nor we shall be entitled to join or consolidate claims in arbitration by or against other individuals or entities, or arbitrate any claim as a representative member of a class or in a private attorney general capacity.

Updates to this Privacy Policy

We may update this Privacy Policy to reflect material changes in how we collect, use, or share your information, to satisfy legal requirements, or for other business purposes. You should review this Privacy Policy when you visit the Sites or participate in our Services. The date at the top of the page shows when this Privacy Policy was last updated.

We encourage you to refer to this Privacy Policy on a regular basis so that you understand our current practices. You consent to any changes we make to this Privacy Policy if you continue to use the Services after receiving a notice of the change or upon our posting of the new Privacy Policy on the Sites.

Interpretation of this Privacy Policy

This Privacy Policy does not create or confer upon any individual any rights, or impose upon us any rights or obligations outside of, or in addition to, any rights or obligations imposed by applicable privacy laws. Should there be, in a specific case, any inconsistency between this Privacy Policy and applicable privacy laws, this Privacy Policy shall be interpreted in that case to give effect to, and comply with, such privacy laws.

Contact Us

If you have questions or comments about this Privacy Policy, please contact us at: dataprivacy@previewfreemovies.com or leave a message at (888) 502-3665.