Quinnipiac University Poll

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Quinnipiac University Poll Participant Privacy Notice

About the Quinnipiac University Poll

The Quinnipiac University Poll is a nationally recognized leader in public opinion research taking the pulse of American voters across the country regarding key public policy issues, elections, and topics in the news.

As a part of the Office of Marketing and Communications within Quinnipiac University, polls are fully funded by the university. The Quinnipiac University Poll collects data using random digit dialing (RDD) to call both landlines and cell phones with live interviewers and may additionally contact cell phones with text messages for web surveys. These methods allow contacting respondents without personally identifiable information beyond a phone number.

Results of Quinnipiac University polls, including aggregated data only, are published on poll.qu.edu, x.com/quinnipiacpoll and facebook.com/quinnipiacpoll and are widely cited by journalists, public officials, and researchers.

The Quinnipiac University Poll Privacy Commitment

The Quinnipiac University Poll is strongly committed to protecting the confidentiality of every survey respondent. We recognize that respondents are volunteering to share their time and opinions with the goal of contributing to an understanding of the public's opinions. Protecting privacy and safeguarding information is integral to our mission.

We strive to conform our privacy practices to applicable laws and regulations as well as the Code of Professional Ethics and Standards of the American Association for Public Opinion Research (AAPOR).

This privacy notice outlines the information that the Quinnipiac University Poll may collect and how it may be used as well as how the Quinnipiac University Poll stores and protects information, especially personally identifiable information (PII).

For the purposes of this privacy statement, PII means information that identifies, relates to, describes, is capable of being associated with, or could reasonably be linked with a particular data subject, consumer, or household. In the case of the Quinnipiac University Poll, this includes personal telephone numbers.

PII may also include electronic unique identifiers, such as IP addresses, browser fingerprints, device IDs, cookies, and even inferences which may be drawn from any of the above to create a profile about a data subject. It may also include other information collected through automated means as described below.

If you participate in one of our surveys, we may also request Sensitive Personal Data; this may include, for example, information about your health, finances, racial or ethnic origin and religious beliefs.

We only use PII and Sensitive Personal Data for the conduct of research and for no other purpose. We do not use the contact information we receive about you for any direct marketing activities, nor do we share contact information with third-party vendors for the purposes of marketing activities.

All data we collect, including PII and Sensitive Personal Data is kept private and inaccessible to persons and entities who are not members of the Quinnipiac University Poll staff or third-party partners directly

involved in the collection of survey responses. Third-party partners only have access to PII and Sensitive Personal Data for those respondents from whom they collected that data.

The Data Collected by the Quinnipiac University Poll

We, or our third-party partners working on our behalf, may collect data via telephone surveys or text-to-online web surveys. We only collect information for research purposes. This includes:

- survey and other research data collected from our respondents,
- data we may obtain from secondary sources,
- Personal Data, and
- Sensitive Personal Data

We always collect Personal Data and Sensitive Personal Data by fair and lawful means and only with participant consent.

Safeguarding Data

All data we collect is stored on a password-protected server with access limited to only those employees of the Quinnipiac University Poll who need access to perform their duties. Analyses of survey data do not include personally identifiable information and are stored on a password-protected server that only Quinnipiac University Poll staff have access to. We make every effort to ensure the security and integrity of our data, however, we cannot guarantee that all communications between us or information stored on our servers will be free from unauthorized access by third parties such as hackers, and your response to a survey demonstrates your assumption of this risk.

Use of Data by the Quinnipiac University Poll

Survey responses are used in our public press releases (at poll.qu.edu) to help inform the public, media, and elected officials about the opinions of the people. Any data we collect for a research study is reported only in aggregate. Specific information and responses from or about individuals are never published.

Sharing Data

We may use third-party partners to collect data via telephone surveys or text-to-online web surveys. We require our third-party partners to collect, process and store PII and Sensitive Personal Data in compliance with applicable laws and regulations using business procedures consistent with this Privacy Notice.

We may disclose your Personal Data to third parties as follows:

- in connection with services provided to us by third-party partners;
- in connection with any lawful request by public authorities to meet national security or law-enforcement requirements;
- pursuant to required legal process, disclosed to the related compelling party;
- when we believe disclosure is necessary or appropriate to prevent physical harm or financial loss or in connection with suspected or actual illegal activity;
- as otherwise authorized by you.

Questions or Concerns

If you have questions or concerns about this Privacy Notice, participation in a Quinnipiac University poll, or your responses to a survey, please contact the poll at poll@qu.edu or The Quinnipiac University Poll, Quinnipiac University, 275 Mount Carmel Ave, Hamden, CT 06518.