

SHRM Voice of Work Research Panel

Privacy Policy

Effective Date: February 1, 2022

Welcome to the Society for Human Resource Management's (SHRM) Voice of Work Research Panel (the "Panel"). The Panel is a community of HR professionals who represent employers and the HR profession by serving as the voice of all things work, worker, and workplace. Panel members participate in research surveys and similar such activities by providing their insights, thoughts, and opinions, to help SHRM and others understand important topics and trends in the world of work.

The SHRM Voice of Work Research Panel Privacy Policy supplements SHRM's [Privacy Policy](#), and sets forth SHRM's privacy practices regarding Personal Information collected, used, transmitted or maintained in connection with members' participation in the Panel. This Privacy Policy applies to Personal Information collected for the purpose of the SHRM Research Panel only, and as to such information, this Policy will control if there is a conflict with SHRM's Privacy Policy.

Your submission of a SHRM Voice of Work Research Panel recruitment survey and/or provision of your Personal Information to SHRM or the Panel Administrator for the purposes of participation in the Panel or any survey constitutes your consent to the collection, use, and/or disclosure of that information in accordance with this Panel Privacy Policy.

1. WHAT INFORMATION DO WE COLLECT?

In order to manage the Panel, administer surveys, and provide participation incentives, SHRM collects certain Personal Information from Panel members and prospective members. "Personal Information" is any information that enables us to reasonably identify you, directly or indirectly, by reference to an identifier such as your name, identification number, location data, online identifier or one or more factors specific to you.

The Personal Information we collect through the Voice of Work Panel recruitment survey or other channels includes but is not limited to: name, date of birth, gender, address, email, phone, employer, work address, work email, work phone, for each participant on enrollment as a Panel member. In addition, we collect other such Personal Information as Panel members may choose to provide in survey responses or otherwise communicate to SHRM or the Panel Administrator.

Panel members are required to truthfully provide all information and must promptly notify us of any changes in or to your information. You may update or correct information contained in your Panel membership profile by contacting us via email at shrmresearchpanel@norc.org.

2. HOW DO WE USE THE INFORMATION WE COLLECT?

SHRM will use Personal Information collected through the Panel as follows:

- a) to offer the Panel Services and manage the Panel;
- b) to administer surveys and communicate with members regarding survey opportunities, participation in the Panel, and rewards;
- c) to manage and administer Panel rewards and provide such benefits to members;
- d) to communicate with prospective Panel members regarding the Panel and potential participation in the Panel;
- e) to tailor survey opportunities to Panel members;
- f) to comply with any and all legal obligations;
- g) to respond to your inquiries and fulfill requests made by Panel members and those interested in participating on the Panel;
- h) as otherwise permitted by the SHRM Privacy Policy or this Panel Privacy Policy;
and
- i) as otherwise authorized by you.

3. WHEN DO WE SHARE INFORMATION WITH THIRD PARTIES?

We may share Panel members' Personal Information in the following ways:

- a) Panel Administrator. SHRM uses a third-party vendor, NORC (the "Panel Administrator"), to assist with management and administration of the Panel, to collect and process recruitment surveys for participation in the Panel, and to assist with administration of surveys and collection of survey data. To learn more about NORC's privacy policies for research participants, please visit: <https://www.norc.org/WorkingWithNORC/Pages/research-participant-privacy-policy.aspx>.
- b) Service Providers. We may share information with service providers that we believe need the information to perform a technology, business, or other professional function for us, such as IT services, maintenance and hosting of the Panel Services, accounting, auditing, and tax services, and other such professional services.
- c) Clients. SHRM provides research services to third-party clients ("SHRM Clients") using the Panel. SHRM may share non-identifying geographic or demographic data about Panel members and/or survey respondents with SHRM Clients as part of a summary of survey results. In cases where Panel members voluntarily disclose Personal Information in survey responses, however, such information may be shared with SHRM Clients. Panel members are not required to provide Personal Information in response to any survey, and may skip any survey question you do not want to answer.
- d) Rewards Providers. We may share members' contact information with third parties in order to deliver rewards or other incentives that members earn in connection with participating in a particular survey. For instance, if you earned an online gift card to a particular retailer, your name, email address, and similar contact information may be

provided to the retailer in order to deliver your gift card. Such third parties subsequent use of your information is subject to their posted terms and privacy policies.

e) Corporate Event. We reserve the right to transfer to another entity or its affiliates or service providers some or all information about you in connection with, or during negotiations of, any merger, acquisition, sale of assets or any line of business, change in ownership control, or financing transaction. We cannot promise that an acquiring party or the merged entity will have the same privacy practices or treat your information the same as described in this Policy.

f) Legal. We share information where necessary to comply with applicable law, to respond to requests from law enforcement agencies or other government authorities or third-parties, as permitted by law and without your consent when it is necessary to protect our customers, employees, or property; in emergency situations; or to enforce our rights under our terms of use and policies.

4. REWARDS FOR PANEL PARTICIPATION

Panel members may have the opportunity to earn rewards or incentives for participation in certain surveys. Because the provision of Personal Information in connection with any survey is never required and entirely voluntary, SHRM does not generally assign monetary or other value to Panel members' Personal Information. To the extent applicable law requires that a value be assigned, SHRM values the Personal Information collected and used as being equal to the value of the incentives provided in connection with completing each such survey.

5. RETENTION PERIOD

We will retain Panel members' Personal Information for the period necessary to fulfill the purposes outlined in this Privacy Policy unless a longer retention period is required or permitted by for legal, auditing, or compliance purposes.

6. YOUR PRIVACY CHOICES

Participation in all surveys is voluntary, and you may choose not to answer any questions you do not wish to answer. If you wish to no longer participate in the Panel, please contact us by:

- E-mail: shrmresearchpanel@norc.org
- Mail: SHRM, 1800 Duke Street, Alexandria, Virginia, 22314, ATTN: SHRM Customer Experience.
- Phone: 001-703-535-6365 800.283.SHRM(7476)

Panel members in California and certain other jurisdictions may have the right request access to Personal Information collected about you and information regarding the source of that information, the purposes for which we collect it, and the categories of any third parties or service providers with whom we share it. You may also have the right to request in certain circumstances that we delete personal information that we have collected directly

from you. Please note, however, that the Panel may be unable to modify or delete Personal Information previously submitted in survey responses.

Panel members who are residents of California or another state that provides similar privacy rights may submit a request to exercise their rights by contacting us as indicated below. We will not discriminate against you in price or service for submitting a request. Upon submission of a privacy request, we will contact you (via the email address provided in your request) with instructions on how to verify your request, after which we will check our records for matching information, and aim to complete requests as soon as reasonably practicable and consistent with any applicable laws. You may authorize another individual or appropriately registered business, called an authorized agent, to make requests on your behalf through these means.

7. CHANGES TO THIS PRIVACY POLICY

We may update this Panel Privacy Policy from time to time, so please check back periodically. Your continued use of the Panel Services after updates are made constitutes your consent to any changes.

8. CONTACT US

If you have any questions regarding this Panel Privacy Policy, please contact us at gcoffice@shrm.org.

Remember that participation in all surveys is voluntary, and you may choose not to answer any questions you do not wish to answer. If you wish to no longer participate in the Panel, please contact us by:

- E-mail: shrmresearchpanel@norc.org
- Mail: SHRM, 1800 Duke Street, Alexandria, Virginia, 22314, ATTN: SHRM Customer Experience.
- Phone: 800.283.SHRM(7476)