PRIVACY POLICY
Effective Date: January 7th, 2016

Key Survey, Form.com, and WorldAPP are the official trademarks of WorldAPP, Inc ("WorldAPP"). This privacy policy applies to form.com, www.keysurvey.com, www.keysurvey.fr and www.keysurvey.co.uk owned and operated by WorldAPP, Inc. The sites are governed by WorldAPP's Terms of Use and this Privacy Policy. The purpose of this Privacy Policy is to disclose what information we collect, how the information you may provide to WorldAPP is used by the company, and how such information is both protected and made available on our Web sites.

We may update this privacy to reflect changes to our information practices. If we make any material changes we will notify you by email (sent to the e-mail address specified in your account) or by means of a notice on this Site prior to the change becoming effective.

We encourage you to periodically review this page for the latest information on our privacy practices.

The TRUSTe certification covers only our collection, use and disclosure of information we collect through our WorldAPP websites, www.keysurvey.co.uk, www.keysurvey.com, www.keysurvey.fr and form.com our associated service platforms. It does not cover information that may be collected from our downloadable software and mobile applications. The use of information collected through our service shall be limited to the purpose of providing the service for which the Client has engaged WorldAPP. In order to view our relationship with TRUSTe please visit the validation page visible by clicking on the TRUSTe Seal.

If you have an unresolved privacy or data use concern that we have not addressed satisfactorily, please contact TRUSTe here.

WorldAPP complies with the U.S.-EU Safe Harbor Framework as set forth by the U.S. Department of Commerce regarding the collection, use, and retention of personal information from European Union member countries. WorldAPP has certified that it adheres to the Safe Harbor Privacy Principles of notice, choice, onward transfer, security, data integrity, access and enforcement. Information regarding the E.U. Safe Harbor Framework can be found enforcement. Information regarding the E.U. Safe Harbor Framework can be found at: http://export.gov/safeharbor.

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Information We Collect When You Register

WorldAPP collects your Name, Company name, Title, Phone, and Email address when you request product information or support from WorldAPP. If you register for an account on Form.com or Key Survey we will also collect the Username (your email address by default) and Password you create for your account.

Information We Collect When You Purchase and Information Related to Data Collected through form.com, our Platform Service

WorldAPP collects your First Name, Middle Name, Last Name, Phone, E-mail, Company, Address, and CC information when you purchase services on Form.com or Key Survey.

WorldAPP may also collect information under the direction of its Clients, and has no direct relationship with the individuals whose personal data it processes. If you are a customer of one of our Clients and would no longer like to be contacted by one of our Clients that use our service, please contact the Client that you interact with directly. We may transfer personal information to companies that help us provide our service. Transfers to subsequent third parties are covered by the service agreements with our Clients.

How We Use Your Information

We use the information we collect from you to automatically pre-populate some variables in applications, specifically:

- Your email is used as the application login, as a default value in "From Field" when you set-up e-mail campaigns, and as a default e-mail for application updates and alerts.

- We use your personal information to contact you personally through phone or e-mail regarding your application account or to respond to your request.

During the period of your subscription and for up to 2 months after the request/subscription expiration to periodically send you WorldAPP related e-mail communications that contain application hints/tips, corporate news and updates and/or invites to webinars/training sessions.

You may opt-out of receiving WorldAPP newsletters at any time by following the instructions provided with it, updating your user profile, or by sending us an email. We will make sure to process your request within 10 business days.

We also use aggregate information to determine what is of interest to our users as a group, and thereby improve our website.

Testimonials

We display personal testimonials of satisfied customers on our site in addition to other endorsements. With your consent we may post your testimonial along with your name on the form.com, www.keysurvey.com, www.keysurvey.fr and www.keysurvey.co.uk sites. If you want your testimonial updated or removed please contact us at (781) 849-8118 or send an e-mail to support@worldapp.com.

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Descriptive References

WorldAPP is authorized to make descriptive references to Customer's company name and URL on form.com, www.keysurvey.com, www.keysurvey.fr, and www.keysurvey.co.uk sites and collateral promotional materials. All references to Client's name and URL will insure the benefit to the Client. If you want your company name and URL removed please contact us at (781) 849-8118 or send an e-mail to support@worldapp.com.

Miscellaneous Information

WorldAPP retains all records of your orders, forms and reports you have completed, and other miscellaneous account information for you. This has been done solely for the information and benefit of Form.com and Key Survey users. This data is not accessible to anyone and any company outside WorldAPP besides you, the User.

Survey / Form Data

When you publish your forms or surveys on the Form.com and Key Survey servers, we will provide you with a unique URL to display your forms or surveys. WorldAPP will not provide this URL to any other person or entity, but will provide your form to any web browser requesting your unique URL. WorldAPP has the right to review your form contents for violations of our Terms of Use. If WorldAPP determines your form is in violation of Terms of Use we will attempt to contact you and reserve the right to delete your form and results from our systems.

WorldAPP will not attempt to read your form results at any time unless explicitly instructed to do so by you. We do not own the contents of the data for your form. WorldAPP will only have access to your forms for purposes of backup and troubleshooting. When WorldAPP receives your form results, we will store them in a secure location. We will only allow your form results to be downloaded directly into your desktop software. WorldAPP has extensive security measures in place to protect your results while stored on our servers and we will prosecute any attempt to access this information without authorization.

Data Retention

We will retain your information for as long as your account is active or as needed to provide you services. If you wish to cancel your account or request that we no longer use your information to provide you services contact us at support@worldapp.com. We will retain and use your information as necessary to comply with our legal obligations, resolve disputes, and enforce our agreements.

We will retain personal data we process on behalf of our Clients for as long as needed to provide services to our Client. WorldAPP will retain this personal information as necessary to comply with our legal obligations, resolve disputes, and enforce our agreements.

Cookies and Tracking Technologies

Technologies such as: cookies, beacons, tags and scripts are used by WorldAPP and our partners, affiliates, or analytics or service providers such as, Google, Capterra, see full list (1. Survey and Forms Respondent Cookies; 2. Website Visitors and Survey or Forms Administrator User Cookies). These technologies are used in analyzing trends, administering the site, tracking users' movements around the site and to gather demographic information about our user base as a whole. We may receive reports based on the use of these technologies by these companies on an individual as well as aggregated basis.

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We use cookies to monitor the performance and uptime of our web properties. Users can control the use of cookies at the individual browser level. If you reject cookies, you may still use our site, but your ability to use some features or areas of our site may be limited.

Log Files

As is true of most web sites, we gather certain information automatically and store it in log files. This information may include internet protocol (IP) addresses, browser type, internet service provider (ISP), referring/exit pages, operating system, date/time stamp, and/or clickstream data. We do not link this automatically collected data to other information we collect about you.

Local Storage Objects (Flash/HMTL5)

We use Local Storage Objects (LSOs) such as HTML5 to store content engagement information and preferences. Third parties with whom we partner to provide certain features on our site use LSOs such as HTML 5 or Flash to collect and store information. Various browsers may offer their own management tools for removing HTML5 LSOs. To manage Flash LSOs please click here.

Two tables of WorldAPP cookies are listed below, based upon whether or not the cookie recipient is (1) a survey or forms respondent, or (2) website visitor or survey or forms administrative user.

1. Survey and Forms Respondent Cookies

WorldAPP's default survey and forms technology leverages cookies to enable some survey or form functionality. These cookies are utilized expressly for survey or form performance, and are never collected by WorldAPP for additional purposes, and are strictly confidential.

Each survey/form cookie, along with its purpose and lifespan, is listed below.

Cookie Name	Purpose	Lifespan
JSessionID	This cookie lasts until the browser is closed. It is used to identify your session with the server, so the server recognizes its conversation with a particular user. These are necessary for a smooth experience with the application.	Session
SurveyID	If you are taking a survey on the system, it stores this cookie on your computer. This is so that if you leave the survey and return later, you can continue where you left off. It works together with the RID cookie to deliver your survey content to you upon your return.	10 years

	If you don't use this cookie, and the survey is not set up to use username and password or unique URLs, then the server will give someone returning to their survey a brand new survey. A duplicate response will likely be created in the reports as well.	
RID	RID (Respondent ID) is a cookie that works with the SurveyID cookie to identify someone who has left a survey and is now returning. If you don't use this cookie, and the survey is not set up to use username and password or unique URLs, then the server will give someone returning to their survey a brand new survey. A duplicate response will likely be created in the reports as well.	10 years
CIntVerification	This cookie is used to test to see if your web browser has cookies enabled. The WorldAPP server also uses this cookie to help improve the server and web page speed by load-balancing traffic.	1 day
BigipServerksDispatcher, BigipServerksNginx, BigipServerKsVoting, BigipServerksVoting360, BigipServerksMail, BigipServerksReport	These cookies are used to improve server and web page speeds by allowing the server to recognize you and send your traffic to the fastest sub-server. Without these cookies a user always talks to the same servers, and new users will talk to the less burdened servers.	1 day

2. Website Visitors and Survey or Forms Administrator User Cookies

Additionally to those there some cookies that are set for the Key Survey website visitors and Key Survey application administrative users. The list of the cookies is presented below. NONE of the cookies listed below is EVER set for the survey respondents, as respondents. WorldAPP uses industry best practices in managing and securing the information collected using cookies to guarantee privacy.

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Cookie Name	Purpose	Lifespan
_utma **_utmb** **_utmc** **_utmz** **lpv28642** **visitor_id28642** **yabs_sid** **yandexuid** **_eventqueue** **_first_pageview** **_jsuid** **_referrer_og** **_ym_visorc_16083442** **heatmaps_g2g_100760189**	This cookie is used to better understand how you use the website by telling us which pages you went to. We use this information to make our website easier to use. This cookie would also tell us if you came to our website by clicking on one of our Ads. This is a third party cookie set by Google.	Session
BigipServerKSMkt, **BigipServerksMain**	These cookies are used to improve server and web page speeds by allowing the server to recognize you and send your traffic to the fastest sub-server. Without these cookies a user always talks to the same servers, and new users will talk to the less burdened servers. This functionality also helps to prevent data corruption in the case that a load balanced server stops working and another server starts handling those users.	1 day
SecureToken	If the user chooses "remember me" option when logging into the application, this cookie will be created and will store an encrypted version of the username and password so the server can actually remember the users login credentials.	1 week
s_cc **s_sq** **s_vi**	WorldAPP uses these cookies to see if you are a new user, which marketing campaign you replied to, when you purchased our product, when you came to our website and other similar things to help WorldAPP understand how well our marketing is working. WorldAPP uses Omniture SiteCatalyst to set these cookies and perform the analysis.	Session Session Persistent

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VisitorID	This cookie is used to identify returning visitors and tells us how often you use our website. It also collects information about your computer such as which version of which browser you are using, which operating system you are using, and the resolution your screen is set to. This information helps WorldAPP to improve your experience in several ways, including making sure the web pages are compatible with your preferred browsers and that web pages are created to a size that works well with common screen sizes.	10 years
Gpv_pn	This cookie is used to track which of our web pages a person sees first. This is used by marketing to see if the page matched what the user was looking for. This helps us to better distribute content to the right pages. Later, if you sign up to use our tools, it can also help us understand what kind of search term brought you here.	1 day
KSuserReff KSuserReffCounter	These cookies track the pages you visited on our website. If you fill out one of our forms, for a test account or a contact form, this information will also be tied to this cookie. WorldAPP uses this information to better understand if the web site is acting efficiently to deliver the content you are looking for.	10 years
Is_returning	This cookie is used to record the fact that you have come back to our website after a previous visit. If you sign up for an account or fill out a contact form, this information will also be tied to this cookie.	10 years
Id _drt_	This cookie is used by Google to serve targeted ads to website visitors, WorldAPP does not serve targeted ads. These cookies are set by Google, and more information can be found in Google's Privacy Policy.	1 year
Ks_help_uid	WorldAPP uses this cookie to make sure the correct Help Page opens for each user, as Help	Session

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	Pages are targeted to the page from which they were requested.	
optimizelyEndUserId optimizelyBuckets optimizelySegments	Optimizely (Optimizely, Inc.) is an A/B testing service provided by Optimizely, Inc. Personal Data collected: Cookie and Usage data. Place of processing : USA	10 years

The use of cookies by our service providers is not covered by our privacy policy. We do not have access or control over these cookies. Our service providers use session ID cookies to make it easier for you to navigate our site and in order for you to use the shopping cart.

Important Note for European Visitors

Please note that WorldAPP may transfer the collected information outside the European Economic Area for use for any of the purposes described herein. By using our web site and providing us with your personal data, you consent to such transfer of your personal data.

Children's Information

WorldAPP does not target its web site to children, and we will never knowingly collect personal information from children. If we become aware that a subscriber is under the age of 13 and has registered, we will remove their personal information from our files.

Access to Your Information

If your personal information changes, or if you no longer desire our service, you may correct, update, delete or deactivate it by making the change on our member information page or by emailing our Customer Support at support@worldapp.com, by contacting us by telephone (781) 849-8118 or postal mail at the contact information listed below. We will respond to your request to access within 24 hours from the moment we received it. If it cannot be processed within 24 hours - we will notify you accordingly.

WorldAPP has no direct relationship with the individuals whose personal data it processes. An individual who seeks access, or who seeks to correct, amend, or delete inaccurate data should direct his query to WorldAPP's Client (the data controller). If requested to remove data we will respond within 30 days.

How We Protect Your Information

Any information collected and processed by WorldAPP is treated with the utmost confidentiality. WorldAPP will not share, sell or rent out any personal information gathered from clients. We will make no public release of any personal information that is collected through our proprietary form tool. All company-specific information gathered through Form.com and Key Survey will be the property of the customer.

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Internal Dispute Resolution Process

In the event that a customer feels WorldAPP privacy policy has been violated, would like to report a vulnerability, or has a security concern regarding WorldAPP services, the customer may submit a request to the WorldAPP Customer Support team by email at support@worldapp.com or by phone 1-781-849-8118 x1.

WorldAPP will review the submitted request and assign it a tracking number. WorldAPP will then respond to the customer, acknowledging receipt of the request, and outline the next steps in the process.

To help WorldAPP more effectively respond to customer requests, customers are asked to provide any supporting material that would be useful in the investigation:

- A detailed description of the complaint, incident, or vulnerability

- Date and time of the occurrence

- Individuals involved in the occurrence

- Tool output

- Any other pertinent information

The information customers share with WorldAPP as part of this process is kept confidential within WorldAPP and will not be shared with third parties without the customer's permission.

If the case has been confirmed, WorldAPP will work to investigate and validate the reported incident or vulnerability. WorldAPP classifies any and all confirmed privacy and security incident reports as Critical and aims for a maximum of one business hour initial response time. If additional information is required in order to validate or reproduce the issue, WorldAPP will work with the customer to obtain it.

In the event that violations of WorldAPP Privacy and/or Security policy are discovered, WorldAPP will immediately seek a solution to the violating actions.

Upon completion of the investigation, information on the resolution will be delivered to the customer.

Service Providers

We use other third parties such as an email service provider to send out emails on our behalf, and a payment processing company to bill you for services. We only share the information we collect with the third parties for the purposes of providing that service.

Security

If you choose to upgrade your account on Form.com or Key Survey via logging into your account. You do so over a secure connection utilizing Secure Sockets Layer (SSL). This ensures that your personal information is not at risk. We do not store your credit card information. All transactions are executed with VeriSign technology, a Web-based transaction management tool. When you register with us or log in to our website, you can use a secure connection, ensuring that no one can steal your username and password, and use that to access any other information about you.

We follow generally accepted industry standards to protect the personal information submitted to us, both during transmission and once we receive it. No method of transmission over the Internet,

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or method of electronic storage, is 100% secure, however. Therefore, while we strive to use commercially acceptable means to protect your personal information, we cannot guarantee its absolute security.

If you have any questions about security on our Web site, you can send email us at support@worldapp.com.

Email Non-disclosure

Our e-mail notification system stores your e-mail addresses on our server in a secured location. These e-mail addresses are kept on the server for tracking and click notification purposes. Much like form data, these addresses are yours, not the property of WorldAPP. Our Customer Support team may examine these lists for support and troubleshooting purposes. WorldAPP will never use or sell these e-mail addresses to anyone; any attempt to access your e-mail addresses without your authorization will be prosecuted.

When you provide your email address to receive WorldAPP newsletters we will only use your email to send the newsletter to you. You may opt-out of receiving WorldAPP newsletters at any time by following the instructions provided with it, updating your user profile, or by sending us an email. We will make sure to process your request within 10 business days.

Referrals

If you choose to use the Form.com or Key Survey referral service to refer a company to our site, we will ask for your contact's name, phone number and email address. We will make one attempt to contact the referred company using the data you provided. WorldAPP stores this information for the purpose of sending contact emails and tracking the success of our referral program. If we are contacting you because your email address was submitted to us via our referral service and wish to request your email address no longer be used by us, you may do so by contacting us at (781) 849-8118 or email us at support@worldapp.com.

Public Forums

Our Web site offers publicly accessible blogs or community forums. Our community forums is managed by a third party application that may require you to register to post a comment. We do not have access or control of the information posted to the community forums. You will need to contact or login into the third party application if you want the personal information that was posted to the comments section removed. To learn how the third party application uses your information, please review their privacy policy.

Live Chat

We use live chat to assist you with any product or service related questions or if you need support/technical assistance. In order to provide you with support, our live chat support agents will ask you for personal information such as name and email address. If our live chat is offline we will collect your name and email address so that we may reply to your request later.

Anti-SPAM Policy

The information we collect is never sold, rented out, leased, traded, swapped, marketed, exchanged, bartered, distributed, or disclosed in any way. WorldAPP and its users agree to never

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initiate any SPAM emailing. WorldAPP anti-spam policy falls in compliance with US CAN-SPAM Act of 2003 S. 877

Third Party Web Sites

Our Site includes links to other Web sites whose privacy practices may differ from those of WorldAPP. If you submit personal information to any of those sites, your information is governed by their privacy policies. We encourage you to carefully read the privacy policy of any Web site you visit.

Third Party Advertisers

We partner with a third party to either display advertising on our Web site or to manage our advertising on other sites. Our third party partner may use technologies such as cookies to gather information about your activities on this site and other sites in order to provide you advertising based upon your browsing activities and interests. If you wish to not have this information used for the purpose of serving you interest-based ads, you may opt-out by clicking here (or if located in the European Union click here). Please note this does not opt you out of being served ads. You will continue to receive generic ads.

Import Contacts

You can import contacts from your computer or other email account address book to invite them to become members of our site. We collect the username and password for the email account you wish to import your contacts from and will only use it for that purpose.

Social Media Widgets

Our Web site includes Social Media Features, such as the Facebook Like button, the Facebook Social widget, the Twitter Latest Tweets widget, the Google Badge widget, the Twitter Tweet button, the Google+ button, the LinkedIn Share button. These Features may collect your IP address, which page you are visiting on our site, and may set a cookie to enable the Feature to function properly. Social Media Features and Widgets are either hosted by a third party or hosted directly on our Site. Your interactions with these Features are governed by the privacy policy of the company providing it.

Single Sign-on

You can log in to our site using sign-in services such as Salesforce.com or an Open ID provider. These services will authenticate your identity and provide you the option to share certain personal information with us such as your name and email address to pre-populate our sign up form. Services like Salesforce.com give you the option to post information about your activities on this website to your profile page to share with others within your network.

Public Member Directory

We will list you in our publicly accessible member directory when you become a new member in our community forums. If you wish to request removal of your information from our directory, you can contact us at customercare@worldapp.com.

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Legal Disclosure

We reserve the right to disclose your personal information as required by law and when we believe that disclosure is necessary to protect our rights, protect your safety or the safety of others, investigate fraud, or respond to government request and/or to comply with a judicial proceeding, court order, or legal process served on our Web site.

If WorldAPP is involved in a merger, acquisition, or sale of all or a portion of its assets, you will be notified via email and/or a prominent notice on our Web site of any change in ownership or uses of your personal information, as well as any choices you may have regarding your personal information.

Contact Us

If you have any questions or comments about our Privacy Policy, please contact us at support@worldapp.com.

You can also send your request by mail:

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