

## **AOL Listens Privacy Policy**

AOL Listens is a consumer panel used to solicit your honest feedback on a variety of topics including your general online behavior and preferences and your opinions of AOL websites and applications (such as email and instant messaging). The feedback that we receive from our AOL Listens panel helps us to create the best experience on our websites and services.

Your use of AOL sites, services, and software is subject to the [AOL Privacy Policy](#). This notice addresses AOL's collection and use of information when you participate in AOL Listens consumer panel.

When you are on an AOL Listens site and are asked for personal information, you are sharing that information with AOL Listens alone, unless it is specifically stated otherwise. If information is being collected and/or maintained by any company other than AOL, you will be notified prior to the time of collection or transfer.

### **+ What personal information does AOL Listens collect from me?**

Your personal information is initially gathered when you register with AOL Listens. During registration, we ask for your name, email address, postal code, household information and personal interests. The more accurate the information is, the better we are able to customize your experience. Once you register to access the various protected areas of the site, you are no longer anonymous to us. Also, if you contact AOL Listens, we may keep a record of that correspondence.

We will notify you and obtain your consent prior to collecting your personal information. For example, when you respond to a survey, we will ask for your consent to allow us to use your personal information for the purposes that we identify.

### **+ What are my choices regarding collection, use, and distribution of my information?**

AOL Listens does not sell or rent user information to anyone. We will always notify you when your personal information will be shared with a third party. Personal information will be collected, used, or disclosed only with your consent. If you do not want your personal information to be collected or shared, you will always have the option not to participate or permit the transfer. Only AOL Listens (or agents working on our behalf and under confidentiality agreements) will send you direct mailings and only if you have indicated that you do not object to these offers.

You also have choices with respect to cookies. By modifying your browser preferences, you have the choice to accept all cookies, to be notified when a cookie is set, or to reject all cookies. If you choose to reject all cookies you will be unable to use those AOL Listens services that require registration in order to participate.

### **+ What is AOL Listen's policy on allowing me to update, correct, or delete my personal information?**

You may edit your AOL Listens Account Information and your public profile at any time by using your Log in and password. Please contact [support@aollistens.com](mailto:support@aollistens.com) for password assistance or further instructions about deactivating your AOL Listens account.

**+ How does AOL Listens protect the privacy of my children?**

AOL Listens obtains parental consent for children to participate in online research and parental supervision is required for interviews with children ages 7-15. We take special care to protect the safety and privacy of young people using our site, and we encourage you to participate in your child's experience online. We do not allow marketing or promotion overtones in children's research and the following topics are forbidden in research among children: Name/username/E-mail address, Physical address, Phone number, Race, Household income, Marital status of parents, Religion, Relationship with other children, Relationship with parents, Grades in school, Family illness, Alcohol, Sexual and/or Reproductive Issues, Tobacco, and Firearms.

**+ How will I be informed of changes to the AOL Listens Privacy Policy?**

If AOL Listens decides to change this Privacy Policy, we will post the changes here or send a notice to the primary email address specified in your account so that you will always know what information we gather, how we might use that information and whether we will disclose it to anyone. Your continued use of the service following notice of a change means that you agree to and accept the new terms of the privacy policy. If you do not agree with any changes made or with the new terms of this Privacy Policy, you should deactivate your account. Please contact [support@aollistens.com](mailto:support@aollistens.com) for further instructions about deactivating your AOL Listens account.

**+ Who do I contact if I have any questions about the privacy policy?**

Please direct all inquiries and concerns about the AOL Listens Privacy Policy in writing to our Privacy Team at AOL Privacy, 22000 AOL Way, Dulles, Virginia USA 20166 or by email to [privacyquestions@aol.com](mailto:privacyquestions@aol.com).

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