# **TRI Privacy Policy**

This Privacy Policy explains how TRI, a research institute, collects, uses, shares, and protects personal information submitted through our website, www.triprinceton.org. This policy applies only to information collected online and not to information collected offline.

**1. Information We Collect**

When you visit www.triprinceton.org, we may collect the following types of information:

* **Personal Information**: Information you voluntarily provide, such as your name, email address, phone number, mailing address, and professional or research-related details when you inquire about our research studies or services.
* **Usage and Technical Information**: Non-personal information about your device and website usage, including IP address, browser type, access times, referring website addresses, and clickstream data. This information is not linked to your personal information and is used to analyze trends and improve our website.
* **Research-Related Information**: Information you provide about your research interests or needs, which may include sensitive data relevant to specific studies (e.g., demographic or professional background), collected only with your explicit consent.

**2. How We Use Your Information**

We use the information we collect to:

* Facilitate and respond to inquiries about our research studies and services.
* Improve www.triprinceton.org’s functionality, user experience, and content.
* Communicate with you, including sending updates, newsletters, or information about TRI’s services (you may opt out of non-essential communications).
* Conduct internal analytics to understand user demographics and preferences, using tools like Google Analytics.
* Administer our website, diagnose technical issues, and ensure system security.
* Comply with legal obligations or protect TRI’s rights, property, or safety.

We may combine non-personal information with personal information to enhance our services, but we do so in a way that protects your privacy.

**3. Sharing Your Information**

TRI does not sell or rent your personal information. We may share your information only in the following circumstances:

* **Service Providers**: With trusted third parties (e.g., web hosting, analytics, or customer service providers) who assist us in operating our website and services. These providers are bound by strict confidentiality agreements and may not use your information for other purposes.
* **Legal Requirements**: When we believe in good faith that sharing is necessary to comply with applicable laws, regulations, legal processes, or enforceable government requests.
* **Protection of Rights**: To enforce our Terms of Service, investigate violations, or address fraud, security, or technical issues.
* **Safety**: To protect the rights, property, or safety of TRI, our users, or the public, as permitted by law.

**4. Cookies and Tracking Technologies**

We use cookies, web beacons, and similar technologies to enhance your experience on www.triprinceton.org. These tools help us analyze website usage and improve functionality. Cookies are small data files stored on your device, and web beacons are used to track page views.

* You can manage cookies through your browser settings, but disabling them may affect website functionality.
* For Google Analytics, you can opt out of tracking by visiting Google’s opt-out page.

**5. Accessing and Managing Your Information**

You may request access to, correction of, or deletion of your personal information, subject to legal or legitimate business requirements. To make such a request, contact us on our website. We may verify your identity before processing your request.

To opt out of non-essential communications, such as newsletters, use the unsubscribe link in our emails. We retain your information as long as necessary to fulfill the purposes outlined in this policy or as required by law.

**6. Data Security**

We implement reasonable technical and organizational measures to protect your personal information from unauthorized access, loss, or alteration. However, no online system is completely secure, and we cannot guarantee absolute protection. Only authorized TRI employees, contractors, or agents with a legitimate need to process your information have access, and they are bound by strict confidentiality obligations.

**7. Children’s Privacy**

www.triprinceton.org is not intended for individuals under 18 years of age. We do not knowingly collect personal information from children under 18. If you believe we have collected such information, please contact us via our website.

**8. Changes to This Privacy Policy**

We may update this Privacy Policy to reflect changes in our practices or legal requirements. We will notify you of material changes by posting a prominent notice on www.triprinceton.org or by emailing you, if applicable. Please review this policy periodically.

**9. Contact Us**

If you have questions or concerns about this Privacy Policy, please contact us via our website.

TRI is a New Jersey organization dedicated to advancing research through client collaboration.