

Privacy Policy

Bright Ideas is committed to protecting your privacy and ensuring your personal information is protected. This policy explains the types of personal data we collect and how we use and protect this information. This private policy relates to personal information collected by Bright Ideas.

Personal information is defined as information that can be used to identify or contact a single individual. This information can include name, e-mail address, date of birth, home address, phone number, ethnicity, gender, IP address, income and any other information you voluntarily provide to us. Bright Ideas uses this information for product testing. Some products are geared for certain demographic. A search of the Bright Ideas panel will yield eligible respondents for us to contact for further questions.

We take all insurances to keep your personal information secure and require all third parties that handle or process your personal information on behalf of us to do the same. Your personal information is restricted to prevent unauthorized access and is only permitted among our employees and business partners on a need-to-know basis. We will never attempt to sell you anything. Additionally, your information will never be sold to a third party.

You have the right to tell us if you:

- Would no longer wish to be part of the Bright Ideas panel
- Would like us to correct, update, or delete your personal information in our records
- Wish to report any misuse of your personal information

If you have any further questions about our privacy policy, please contact Bright Ideas at 203-638-3709 or brightideascontact@gmail.com