

General Privacy Policy

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Psychological Assessment Resources, Inc., PARiConnect, PAR InVista, and the Self-Directed Search (collectively, "PAR," "we," "us," or "our") are committed to protecting your privacy. This Privacy Policy ("Policy") is designed to inform you about the personally identifiable data we collect from you, including through our websites at parinc.com, pariconnect.com, Invistainsights.com, and self-directed-search.com (our "Sites"). Personally identifiable data is any data that could be used, alone or in combination with other data, to identify you as an individual, or data that is linked or reasonably linkable to you ("personal information"). This Policy does not apply to information you submit via an assessment we administer on behalf of another entity or individual (for example, your psychologist, employer, or career advisor). Information submitted via an assessment we administer on behalf of another entity or individual is governed by that entity's or individual's privacy policy, and you should contact that entity or individual with any privacy questions or requests.

In addition to the personal information we collect about you, we may also collect, use, and share information about you that is not personally identifiable or that is deidentified or aggregated such that it no longer reasonably identifies you.

By using our Sites, you agree to the terms of this Policy and our [Terms and Conditions](#) of Use. We may change this Policy from time to time. When we update this Policy, we will update the "last updated" date in this Policy, update post the updated Policy to our website, and, at our option, notify you either by placing a prominent notice on the home page of our Sites or by sending you a notification directly.

State Specific Privacy Rights

For residents of California, Delaware, Maryland, and Texas please refer to our [State-Specific Privacy Policy](#) for additional information concerning your rights about the personal information we collect, use, and disclose. To the extent this Policy in any way conflicts with the State-Specific Privacy Policy, the State-Specific Privacy Policy controls.

What personal information do we collect about you?

We collect personal information from you to provide you with our Sites, products, or services. Some of this personal information you provide directly to us, some might be collected from third parties, and some we collect automatically through our Sites. What personal information we collect depends on the particular website and how you use our Sites.

When you access our Sites or take an assessment

Our Sites include forms on which you may choose to supply personal information that will enable you to, for example, make purchases, provide us feedback, request information from us, or receive individualized services or features that we cannot offer to anonymous users (for example, assessments). Personal information that you provide directly to us on those forms may include your name, physical address, email address, telephone number, and information regarding your interests and preferences. When you make a purchase or request a service, we will additionally ask you for your contact and payment information for purposes of completing your order or request.

Certain pages of our Sites can be accessed only by registering as a user. In order to register, you will be required to set up a user account and complete a registration form, during which time we might ask for your email address, password, first name, last name, address, and qualifications. If you choose not to provide us with this information or set up a user account, you might not be able to take advantage of certain access-only features of our Sites.

We may collect additional information about how you use and access our Sites to analyze trends, administer our Sites, track user navigation on the Sites, enable feedback from you and marketing to you, and gather broad demographic information for aggregate use, which enables us to improve the Sites. For example, we may automatically receive and record information in our server logs from your browser, including your IP address (the Internet address of your PC), your computer name or phone information (model, operating system, and carrier information), your unique device identifier, the type and version of your web browser and operating system, your Internet service provider, referrer addresses, and other log information. We may also record information about your use of our Sites, page views (hit counts), and other general statistical and tracking information, which may be used to market our products to you or be aggregated with that of other users in order to understand

other general statistical and tracking information, which may be used to market our products to you or be aggregated with data of other users in order to understand how our Sites are used. This information we collect is used to provide a more personalized experience for our Sites' users.

When you are referred to us from another website

If you are referred to our Sites from another website or online communication, we may collect and use the information that is passed along by the web browser that references the web URL that linked us to you. We collect this information to understand the websites referring traffic to our Sites and to provide you with appropriate content, ads, or offers that may interest you. We may share this aggregated data with our partners.

When you contact us

You may voluntarily provide us with your personal information when communicating with us, such as when requesting information via email, utilizing the Contact Us, PAR Report Card, or similar feedback features on the Sites, or when otherwise contacting us electronically.

When you sign up for catalogs/alerts, newsletters, and other subscriptions

Our Sites may offer features that allow you to request and receive catalogs, electronic alerts or notices about updates to our Sites, promotional announcements, new products, and other information. Our Sites may also include forms that permit you to subscribe to newsletters or other subscriptions. When you sign up to receive catalogs, alerts, newsletters or other subscriptions we may collect your name, address, phone number, email address, and other basic contact information.

When you place orders

If you order products or services through our Sites, we will collect personal information to process your orders, including your name, address, phone number, email address, and shipping and other contact information for the recipient of the item (if other than you), your name and account number (if applicable), as well as payment information, such as a credit card number, billing address, expiration date, and other billing information.

When you complete volunteer surveys and requests for information

Certain forms on our Sites may ask users to voluntarily provide a limited amount of demographic information, including your employment information, gender, date of birth, interests, and hobbies. In addition, PAR, our agents, or our affiliates may conduct online surveys that ask you for your zip code, age, or your use of our services. PAR, our agents, or our affiliates may also contact you by email using the email address collected when you filled out one of the forms on our Sites, with the option to participate in consumer research studies.

Providing such demographic information and participating in such surveys or other consumer research is entirely voluntary. PAR uses this information only for internal marketing research purposes to help us better serve our users and customers.

When you enter contests, sweepstakes, and promotional games

From time to time, PAR offers sweepstakes, contests, or promotional games. If you participate in such promotions, we may ask for your name, phone number, email address, or other contact information, so that we can contact the potential contest or sweepstakes winners. The rules and terms of each contest will be sent out in e-blasts and winners will be contacted directly via phone or email. PAR may retain third party vendors to administer such sweepstakes, games, or promotional contests and, in such circumstances, those third parties will be required to collect your personal information in order to administer and fulfill the promotion as well as to contact winners. Please review the Official Rules or Terms and Conditions for such promotions carefully, as the personal information collected during these promotions may be subject to the privacy policies of these third party vendors as well as this Policy. In that event, the Official Rules or Terms and Conditions will refer you to the privacy policy of the third-party vendors. Please review those privacy policies.

How do we use your personal information?

We use your personal information in the following ways:

To provide our services

Generally, PAR uses your information and other data collected about you to respond to user interests, needs, and preferences; deliver our Sites and services; establish and maintain user accounts; process orders and payments; communicate with members about events, programs, products, services, and offers; and fulfill subscription or registration requests.

To improve our Sites and services

We also use your information to analyze preferences, trends, and statistics to improve our Sites and services. In doing so, we may use and share statistical or demographic information in the aggregate form that does not personally identify you with third parties in order to improve the Sites for our users. PAR may also use your profile information to create personalized content, offers, and services, but this information will be used only by PAR and its agents or affiliates.

For limited marketing, promotional, or other transactional communications

If you do not opt out of receiving marketing, promotional, or other informational communications from or on behalf of PAR, we may use your email address to occasionally contact you to announce features, products, or services that may be available on our Sites or to send news and information regarding PAR or its products or services. You can opt out of receiving these promotional communications at any time by following the instructions in the email communication you receive.

We may also use your email address to contact you to verify and/or update any information related to services, features, or transactions that you have requested via our Sites, as well as to notify you of new product releases and/or software updates.

To whom do we disclose your personal information?

We do not "sell" personal information as that term is defined under applicable U.S. privacy laws. We disclose personal information we collect about you only with those necessary to provide our Sites and services, communicate with you, advertise or promote our Sites and services, facilitate changes to or transfers of our business, as required by law, or with your consent. For instance, we may disclose any of the categories of personal information we collect as follows:

- To third parties with your consent;
- We may disclose information such as your recent purchases, your interactions on our website, and information about your profession and employment history that you provide to us to affiliated or unaffiliated service providers who help us deliver or market our Sites and services to you, subject to confidentiality agreements;
- We provide information about your purchase history and payment information (e.g., credit or debit card number) to appropriate clearinghouses for purposes of processing authorized payments;
- We may disclose any category of information including identifiers such as your name and email, your IP address, or information about your recent purchases to appropriate authorities if we believe disclosure is necessary to prevent physical, financial, or other harm, injury, or loss to our employees or any person, including to protect against fraud or credit risk;
- We may disclose any of the above mentioned categories of information to appropriate authorities as instructed or required by those authorities and applicable laws, or in relation to a legal activity, such as in response to a subpoena or investigation of suspected illicit or illegal activities, or where we are bound by contract

or law to enable a customer or business partner to comply with applicable laws; and

- We may disclose any of the above-mentioned categories of information to necessary third parties if required to protect PAR's rights or property, or for purposes of a business deal (or negotiation of a business deal), involving the sale or transfer of all or any part of our business or assets. These deals can include any merger, financing acquisition, or bankruptcy transaction or proceeding.

How do we protect your personal information?

PAR employs administrative, technical, and physical controls to protect the personal information we collect and process about you, including use of encryption and secure connections when transmitting login, registration, and membership information. Through these controls, the personal information we collect and process on certain pages of our Sites is encrypted when sent through the Internet and placed on our servers and we require this personal information be encrypted on the systems of any third party contracted to provide the service in question. You can verify that the connection is secure because you will see a key or a padlock (or other similar security symbol) at the bottom of your browser screen. Another identifier of a secure connection is the URL (or website address); the address will change, for example, from <http://www.parinc.com/> to <https://www.parinc.com/> or a similar page when a secure connection is in place.

Finally, in the event that we utilize a third party to help us with our Sites or services, our contract with the third party typically includes obligations on the third party to keep all information obtained during the life of such contract confidential and secure and to use the information only to perform duties specified in our agreements with them. Even so, no company, including us, can fully eliminate all security risks.

How do you access and update your personal information?

If you do not want to receive email from us or if you want to add or update certain personal information, you may contact us electronically [via this form](#). Alternatively, you may write to us with your request at the following mailing address: PAR, Inc., 16204 N. Florida Ave., Lutz, Florida 33549.

Use of cookies

Like many websites, our Sites use a variety of cookies, web or hardware beacons, pixel tags, log files, local shared objects, and similar technologies. When you visit our Sites, cookies may be placed on your computer and/or mobile device by both us and by third parties with whom we have a relationship in order to personalize your experience or as described below. You can choose whether to accept cookies by using the cookie banners found on our website or by changing your Internet browser settings. Be aware that doing so may impair or limit some functionality of the Sites.

Essential cookies:

Some cookies we use are essential for enabling your movement around our Sites and providing access to our products or services. You may be able to refuse or disable these cookies by adjusting your web browser settings. Consult the instructions provided by your web browser (typically in the help section). However, please keep in mind that many of our features (such as remembering your preferences) may not function properly if your cookies are disabled. You can learn more about cookies, see what cookies have been set on your computing device, and learn how to manage and delete them by visiting <http://allaboutcookies.org>.

Analytics cookies:

We use analytics providers to collect and analyze information about your use of our and other Sites, report on activities and trends, help us improve your online experience, and to market to you. Among other cookies, we use Google Analytics. You can learn more about how those cookies work by visiting "How Google uses information from sites or apps that use our services," located at <https://policies.google.com/technologies/partner-sites>. You may install a Google Analytics Opt-out Browser Add-on by going [here](#).

Marketing cookies:

We may permit third parties to collect information about users of our Sites to provide interest-based advertising, including across browsers and devices. These third parties may use the information they collect on our Sites to make predictions about your interests in order to provide you ads (from us and other companies) across the Internet. Some of these third parties may participate in an industry organization that gives users the opportunity to opt out of receiving ads that are tailored based on your online activities. To learn more about the use of cookies and other technologies to deliver more relevant advertising and to understand your choices with respect to the collection and use of such data by third party tools, visit [Digital Advertising Alliance](#) or [Network Advertising Initiative](#). To opt out of the use of your mobile device ID for targeted advertising, please see <http://www.aboutads.info/appchoices>.

"Do not track" signals

We do not change our tracking processes in response to "Do Not Track" settings in your web browser. You may, however, disable certain tracking as discussed above (e.g., by disabling cookies).

Links to other sites

Our Sites may contain links to other sites. Please be aware that PAR is not responsible for the privacy policies or content of other sites. Other websites might use information differently than our Policy permits. We strongly encourage you to review the privacy notices or policies of these other sites before providing any information.

The Sites are not intended for Children

The Sites are not directed at nor intended for use by children. We do not knowingly collect or intend to collect personal information from anyone who is under the age of 13. If you are under the age of 13, you should not provide any personal information to us and you should use the Sites only with the knowledge, permission and involvement of a parent or guardian. If you have reason to believe that a child under the age of 13 has provided personal information to us, please contact us and we will endeavor to delete that information from our databases.

How long we keep your information

How long we retain your information depends on factors such as the purpose(s) and use of your information both now and in the future; whether we have any legal obligation to retain your information; whether we have a legal basis to retain your information (such as your consent); the levels of risk, cost, and liability involved; and the nature and status of our relationship with you. In no event do we keep your information for longer than reasonably necessary.

Additional rights for Canada, E.E.A., or U.K. residents

Residents of Canada, the E.E.A. UK may request:

- Access to personal information that we maintain about you. You can ask us for copies of your personal data and for information about who has access to your personal information. Exceptions apply, for example, you may not receive all the personal information we process if it also includes others' personal data.
- Where technically feasible, that we transfer the personal information you gave us to another organization or give it to you ("Portability").
- Correction of inaccurate or incomplete personal information.
- Deletion of your personal information (exceptions apply).
- Restriction of the processing of your personal information (exceptions apply). For example, you can object to our processing of your personal information where we are processing such information on the basis of a legitimate interest, or restrict or revoke any consent you provide us to process your data at any time. Restrictions and revocations will only impact processing that has not already occurred.

To exercise one of the above privacy rights, send a written request to PAR, Inc., 16204 N. Florida Ave., Lutz, Florida 33549 or via our [Contact Us page](#).

If, in our sole discretion, we have reason to doubt the identity of the individual making an access or objection request under this Policy, we will take commercially reasonable steps to verify the requestor's identity, including verifying you via your current account with us or asking you to provide us with information matching the information we have in our files, such as your most recent purchase with us or credit card security code. If you wish to designate an authorized agent to make a request on your behalf, please indicate that when submitting your request, in which case we will require verification of both you and your agent's identity and the agent's authority to make a request on your behalf.

If you believe your privacy rights have been violated, please contact us via any of the methods in this Policy's "Contact Us" section. You also have the right to lodge a complaint with a supervisory authority. If you are a U.K. resident, the proper supervisory authority is the Information Commissioner's Office ("ICO") at Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF; Helpline number: 0303 123 1113; website: <https://www.ico.org.uk>.

Legal Bases for Processing

The EU GDPR and U.K. data protection laws require a legal basis for our use of your personal information. Our basis varies depending on the specific purpose for which we use personal information. Our legal bases include:

- Performance of a contract when we provide you with services or communicate with you about them.
- Our legitimate business interests and the interests of our customers when we improve our services, detect and prevent fraud and abuse in order to protect the security of our customers, ourselves, or others, and provide you with interest-based advertising.
- Your consent when we ask for your consent to process your personal information for a specific purpose that we communicate to you. When you consent to our processing your personal information for a specified purpose, you may withdraw your consent at any time and we will stop processing your data for that purpose. Compliance with a legal obligation when we use your personal information to comply with laws.

International data transfers

PAR is a United States-based company. By submitting any of your information to us, you consent to the transfer of your information to the United States ("U.S."). You understand that the transfer of your data to the U.S. is necessary for PAR to provide you the products or services you seek. When personal information is transferred to the U.S., we implement suitable safeguards such as Standard Contractual Clauses which we make available [here](#). We will hold and process your personal information in accordance with U.S. privacy laws and this Policy. Please note that privacy laws in the U.S. may not be the same as, and in some cases may be considered less protective than, privacy laws in other countries.

Contact us

Please let us know if you have any questions about this Policy. You can contact us by telephone at [1.800.331.8378](tel:1800.331.8378) or internationally at [1.813.449.4065](tel:1813.449.4065). You may contact us [electronically](#) or send an email to our privacy leader at privacy@parinc.com.

PAR Creating Connections.
Changing Lives.

Follow Us



PARiConnect

invista.

Self-Directed Search



Clever

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