

## **MICHIGAN INSTITUTE OF RESEARCH WEBSITE PRIVACY POLICY**

Michigan Institute of Research has created this privacy statement to demonstrate our firm commitment to privacy. The following discloses our information gathering and dissemination practices for this website: MIRclinical.com. If at any time you find this privacy policy unacceptable, you must immediately leave this website.

We respect your privacy. Any information we collect from you, including your email address, will simply be used to send you the information you have requested. We will not give or sell your personal information to any unaffiliated third party. If you give us your email and permission to send more information, you may opt out of receiving any additional email messages at any time, by unsubscribing from our email list.

### **Information Gathering**

We use your IP address to help diagnose problems with our server and to administer our website by (1) identifying which parts of our site are most heavily used (2) to tailor site content to user needs and (3) to generate aggregate statistical reports. We do not link IP addresses to anything personally identifiable. This means that user sessions will be tracked, but the users will remain anonymous.

You need not provide Michigan Institute of Research with personally identifying information (e.g., name, telephone number, email address, city and/or state of residence) as a condition of using our site. However, your failure to provide certain personally identifying information when asked will prevent certain features of the website from functioning or will prevent Michigan Institute of Research from effectively responding to certain of your requests. The website will collect only that personally identifying information that you affirmatively provide in response to a direct request.

We use a tool called "Google Analytics" to collect information about use of this site. Google Analytics collects information such as how often users visit this site, what pages they visit when they do so, and what other sites they used prior to coming to this site. We use the information we get from Google Analytics only to improve our website. Google Analytics collects only the IP address assigned to your browser on the date of your visit, instead of your name or other identifying information. We do not combine the information collected through the use of Google Analytics with any personally identifiable information. Although Google Analytics plants a "cookie" on your web browser to identify you as a unique user the cookie cannot be used by anyone but Google. Google's ability to use and share information collected by Google Analytics about your visits to this site is restricted by the Google Analytics Terms of Use and the Google Privacy Policy. You can prevent Google Analytics from recognizing your return visits to this site by disabling cookies on your browser. Please refer to your browser settings for additional information on disabling cookies or visit Google Analytics' currently available opt-outs for the web.

### **Third Party Sites**

Links within our site may connect to external sites outside of our domain as a convenience to you. If you use these links, you will leave Michigan Institute of Research's site. We are not responsible for the privacy practices or the content of such websites, and do not make any representations about them. Before visiting or providing personally identifying information to any third-party website, you should review its privacy policy and practices, and should take those steps necessary to, in your discretion, protect your privacy.

### **Copyright**

Unless otherwise noted, all contents of Michigan Institute of Research website are copyright Michigan Institute of Research. All rights reserved.

### **Security**

Michigan Institute of Research has implemented and maintains reasonable security procedures and practices to protect against the unauthorized access, use, modification, destruction or disclosure of your personally identifying information.

#### Equal Opportunity / Affirmative Action

Michigan Institute of Research is committed to a policy of equal treatment and opportunity in every aspect of its relations with its faculty, students, and staff members, without regard to age, citizenship status, color, disability, marital or parental status, national origin, race, religion, sex, or sexual orientation.

### **MICHIGAN INSTITUTE OF RESEARCH 10DLC PRIVACY POLICY**

Michigan Institute of Research has created this privacy statement to explain how we collect, use, disclose, and protect personal information in connection with the use of our 10-digit long code (10DLC) messaging services. We are committed to protecting your privacy and ensuring that your personal information is handled securely and responsibly.

#### Information Gathering

When you use our 10DLC messaging services, we may collect the following types of information:

**Personal Information:** This may include your name, phone number, email address, and any other information you provide when you opt-in to receive messages or interact with our services.

**Message Content:** We may collect the content of messages you send or receive via our 10DLC service, including any media attachments.

**Usage Data:** We collect data on how you use our messaging services, including delivery reports, message frequency, and other related metrics.

We use the information we collect for the following purposes:

**Service Provision:** To deliver and improve our 10DLC messaging services, including sending and receiving messages, and managing your account.

**Communication:** To communicate with you about our services, respond to inquiries, and provide customer support.

**Compliance:** To comply with legal obligations, including those related to the Telephone Consumer Protection Act (TCPA) and other relevant regulations.

**Security:** To monitor and enhance the security of our messaging services.

We may share your information with:

**Service Providers:** Third-party vendors that provide services on our behalf, such as messaging platforms, data storage, and analytics services. These providers are contractually obligated to protect your information.

**Legal Obligations:** We may disclose your information to comply with legal requirements, such as subpoenas, court orders, or other legal processes.

**Business Transfers:** In the event of a merger, acquisition, or sale of assets, your information may be transferred as part of that transaction.

We implement appropriate technical and organizational measures to protect your personal information from unauthorized access, disclosure, alteration, and destruction. However, no method of transmission over the internet or electronic storage is completely secure, and we cannot guarantee absolute security.

We retain your personal information only for as long as necessary to fulfill the purposes for which it was collected or as required by law. Once the information is no longer needed, we will securely delete or anonymize it.

## Your Rights and Choices

You may have certain rights regarding your personal information, including:

**Opt-Out:** You can opt out of receiving messages from us at any time by following the instructions provided in the message or by contacting us directly.

**Access and Correction:** You have the right to access and correct any personal information we hold about you.

**Deletion:** You may request that we delete your personal information, subject to certain legal exceptions.

## Children's Privacy

Our 10DLC services are not intended for use by children under the age of 13. We do not knowingly collect or solicit personal information from children. If

If you have any questions about this privacy statement, the practices of this site, or your dealings with this website or 10DLC messaging service, you can contact Michigan Institute of Research

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Phone: (313) 771-8777

E-mail: [Info@MIRclinical.com](mailto:Info@MIRclinical.com)