

## No Nonsense Privacy Policy

Leading and Following guarantees its users absolute anonymity. We do not place cookies or other traceable information on your computer nor do we retain personally identifiable information.

If you participate in one of our surveys we retain only participant but no identifiable observer information. The only participant information that we retain is the information you voluntarily enter on our website. This information is used to generate the feedback reports, which you will receive. The information is limited to your name and contact information and the responses you and your observers enter in the questionnaire. This information will be held in the strictest confidence and will not be shared with anybody but the group that contracted our services and of which you are a part. We may use survey responses for research purposes after removing all personally identifiable information and only as part of a large group of aggregated responses, which makes it impossible to trace individual information. Under no circumstances will we share any information with third parties nor will we contact you for any purpose other than the one we were contracted to perform.

If you are an observer we do not collect any personally identifiable information. We do not know who you are and we do not share individual responses with our clients. Only summary data will be provided to those you observe. The only exception is the PRQ, where you rate your immediate subordinate and where for that reason your identity is known to that individual although we do not collect personally identifiable information about you.

If you have contacted us because of technical problems, we do not retain any personally identifiable information after your issue has been resolved.

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