

## **GREAT COLLEGES TO WORK FOR**

### **Statement of Confidentiality**

ModernThink LLC respects your privacy and actively protects the confidentiality of the data collected at both the institutional and individual level.

#### Institutional Data

Through the survey and research process, ModernThink will be collecting, analyzing, and evaluating institution data and other sensitive information. ModernThink has certified that it adheres to the Privacy Shield Principles of notice, choice, onward transfer, security, data integrity, access, and enforcement. To learn more about the Privacy Shield program, and to view ModernThink's certification, please visit <http://www.privacyshield.gov/>. ModernThink has also received the Better Business Bureau's Online Reliability Seal.

ModernThink protects your institutional data in a variety of ways:

- 1) Data is collected and maintained on a secure server.
- 2) Data will not be released, sold or traded to any unauthorized third party.
- 3) Data is shared internally with employees and/or contractors only on a need to know basis.
- 4) Vendors, contractors and/or other agents who work with and/or process any parts of the data are advised of the importance of maintaining confidentiality and are required to sign Non-Disclosure Agreements.
- 5) College-specific employee survey scores will not be released without your permission; data from your institution may be combined with data from other colleges and then reported back in aggregate form.
- 6) Information regarding a college's participation will not be released, unless it is already public information (e.g., publication of the recognized institutions). ModernThink LLC may, however, release the registration list in any given year to other authorized media partners and/or list sponsors. If doing so, they will ensure that any recipient of the registration list signs a Non-Disclosure Agreement expressly limiting use of that list to authorized activities in connection with the "Great Colleges to Work For" program.

Notwithstanding the above, your college's data will be added to ModernThink's national database of statistics and best practices to further ModernThink's research of employee/employer relationships and workplace dynamics. Some institution-specific information (such as best practices) may be published or otherwise used by ModernThink to cite workplace excellence. Any such information used in a public forum will be favorable in nature and will only reflect positively on your college.

#### Individual Data

Several measures are in place to protect individual survey responses and any personal data that is collected.

1) Self-identifying demographic questions at the end of the survey are strictly voluntary, unless otherwise disclosed to the survey takers. If a survey taker chooses to provide that information for any reason, ModernThink accepts that act as explicit consent to use the information in the ways described in this Statement of Confidentiality or as described at the point where they so choose to disclose.

2) Employers are never given access to individual survey records.

3) Survey results within any demographic group are not reported back unless there are at least five completed surveys received in that particular demographic group.

4) At the end of the survey, employees are given an opportunity to respond to open-ended questions in their own words. They are advised at that time that to preserve their anonymity, they should not include their name or other identifying remarks in their comments.