

Privacy Policy

Benson Media Research LLC dba P1 Media Group

Introduction

Benson Media Research LLC dba P1 Media Group (“P1,” “us,” or “we”) respects the privacy of our survey participants and is committed to protecting it through our compliance with this Privacy Policy.

This Privacy Policy describes how we collect, use, and share information about you. It also describes your choices regarding our use of your personal information and how you may access, correct, or delete that information.

This Privacy Policy applies to information collected through surveys we conduct on behalf of our clients and through websites or mobile applications that link to this Privacy Policy.

Information We Collect

We may collect information that can identify or relate to you, including your name, IP address, email address, mobile phone number, ZIP/postal code, demographic information, and other information you choose to provide.

In limited circumstances, surveys may ask for additional demographic information where relevant to the research.

Information Provided Through Surveys

We collect information when you participate in, are invited to participate in, or respond to one of our surveys.

Survey participants may request access to, correction of, or deletion of their personal information by contacting:

Support@listenerinsights.com

Information You Provide to Us

We collect information you provide directly to us after you have given permission to do so.

Personal information collected for a research project may be securely retained for a limited period after completion of the project and subsequently deleted or made irretrievable in accordance with our data-retention practices.

Information We Collect Automatically

When you access one of our surveys, we may automatically collect certain technical information, including IP address, browser type, operating system, device type, device identifiers, session information, connection type, and related technical information.

This information may be used to administer surveys, maintain security, prevent duplicate or fraudulent responses, and support research quality.

How We Use Information

We may use participant information to:

- Conduct and administer research surveys.
- Contact participants regarding surveys in which they have chosen to participate.
- Send survey invitations, reminders, and related research communications where participants have opted in.
- Notify participants regarding prizes or drawings where applicable.
- Invite participants to participate in future research when they have agreed to receive such invitations.
- Analyze survey results and provide research findings to our clients.

SMS/Text Messaging Privacy

If you voluntarily provide your mobile number and consent to receive SMS messages, we may use that number to send survey invitations, reminders, and related research communications.

You may opt out at any time by replying **STOP**. For assistance, reply **HELP** or contact Support@listenerinsights.com.

Mobile information will not be shared with third parties/affiliates for marketing/promotional purposes. All other categories exclude text messaging originator opt-in data and consent; this information will not be shared with any third parties.

Sharing of Information

We may share information with service providers that assist us in conducting surveys, hosting data, administering research projects, or providing other services on our behalf.

Those providers are permitted to use information only as necessary to perform services for us and are expected to protect it appropriately.

Where a participant expressly agrees to participate in future research, applicable participant information may be provided to the organization sponsoring or initiating that research for that purpose.

SMS opt-in information and consent are subject to the additional restrictions stated above.

Social Features

Certain surveys may include features that allow you to interact with third-party social media platforms or services.

If you choose to use those features, information you provide may be subject to the privacy practices and terms of the applicable third-party platform.

Data Security

We use reasonable administrative, technical, and organizational measures designed to protect personal information against loss, misuse, unauthorized access, disclosure, alteration, and destruction.

Data Retention

Personal information is retained only for as long as reasonably necessary for the purposes for which it was collected, including administration of the research project, fulfillment of prizes where applicable, security, and legal or contractual requirements.

When personal information is no longer required, it is deleted or made irretrievable in accordance with our data-retention procedures.

Your Privacy Rights

Depending on where you live, you may have rights concerning your personal information, including the right to:

- Request access to your personal information.
- Request correction of inaccurate information.
- Request deletion of your information.
- Restrict or object to certain processing.
- Request a portable copy of certain information.
- Withdraw consent where processing is based on consent.

Requests may be submitted to:

Support@listenerinsights.com

We may request information necessary to verify your identity before completing a privacy request.

International Data Protection

Where applicable, Benson Media Research LLC dba P1 Media Group processes personal information in accordance with applicable privacy and data-protection laws, including relevant requirements governing the processing of personal information of individuals located in the European Economic Area or United Kingdom.

Changes to This Privacy Policy

We may update this Privacy Policy from time to time. The current version will be posted at the location where this Privacy Policy is made available.

Contact Us

Questions about this Privacy Policy or our privacy practices may be directed to:

Benson Media Research LLC dba P1 Media Group

Support@listenerinsights.com

Effective September 29, 2026