

TASTEOCRACY
by SAM Sensory and Market Research

Tasteocracy by SAM Sensory & Marketing Research
Privacy Policy
Last Updated: 1/1/2026

Tasteocracy by SAM Sensory & Marketing Research (“Tasteocracy,” “we,” “our,” or “us”) is committed to protecting your privacy and maintaining the confidentiality of your personal information.

This Privacy Policy explains how we collect, use, and protect the personal information you provide when participating in our research studies, surveys, and related activities.

1. Why Do We Ask for Personal Information?

We understand that we request a variety of personal details, and we want you to feel confident in how your information is used.

- We **never sell your personal information**
- We **do not share your information for marketing purposes**
- Your responses are **kept confidential** and are only reported in combination with other participants

We collect personal information to:

- Provide you with relevant testing opportunities
- Ensure your **safety during in-person tests**
- Confirm your eligibility for studies
- Process **participant payments**

2. What Information We Collect

We may collect the following types of personal information:

Basic Information

- Name
- Address
- Email address
- Phone number
- Date of birth
- Gender

Demographic Information

- Household composition
- Income range
- Education level
- Ethnicity

Lifestyle & Usage Information

- Consumer habits
- Product usage
- Preferences and opinions

Health & Safety Information

- Allergies (food and/or cosmetic)
- Sensitivities
- Skin type / hair type (for relevant studies)

This information helps us ensure **safe participation** and match you with the most appropriate studies.



3. How We Use Your Information

We use your information to:

- Contact you about study opportunities
- Determine your eligibility for research studies
- Schedule and manage your participation
- Ensure your health and safety during testing
- Process incentives and payments
- Maintain and improve our participant database

We may also use information in an aggregated, anonymized format for research reporting purposes.

4. How Your Information Is Shared

We take your privacy seriously.

Your personal information may be shared only:

- With trusted internal teams within SAM Sensory & Marketing Research
- With service providers supporting our operations (e.g., scheduling, communications)
- With research clients **only when necessary**, and typically in anonymized or coded formats

We **do not sell or distribute your personal data** to third parties.

5. Data Security


We use reasonable administrative, technical, and physical safeguards to protect your personal information against unauthorized access, loss, or misuse.

6. Your Choices & Rights

You have the ability to:

- Update or correct your information
- Request removal from our database
- Opt out of communications at any time

To make a request, please contact us at:

 info@tasteocracy.com


7. Data Retention

We keep your information only as long as necessary to:

- Provide research opportunities
- Maintain accurate records
- Meet legal or business requirements

8. Contact Us

If you have any questions about this Privacy Policy or how your information is handled, please contact:

 info@tasteocracy.com

 SAM Sensory & Marketing Research – Tasteocracy