

# Security and privacy primer

## TALENTMAP'S COMMITMENT TO SECURITY AND PRIVACY

Collecting accurate and meaningful survey responses is core to TalentMap's business. As such, we take the protection of your survey responses and the privacy of our respondents extremely seriously. There are several overlapping measures in place to ensure that your responses are kept safe and confidential.

### Security

Data collected for TalentMap's surveys is transferred using the HTTPS protocol with TLS 1.3 security. This means that all data that is sent or received is encrypted and highly secure. It is impossible for any listener to eavesdrop on the content of the data that is transmitted.

All survey results are stored in secure servers in the cloud. The data is encrypted at rest using the AES cipher, which has been certified by the US government as high enough quality to protect classified data at the TOP SECRET level<sup>1</sup>. Access to the servers is strictly controlled by a firewall. Only TalentMap's admins and the web servers that process the data are able to connect to these data servers.

### Privacy

Once collected, our system allows only anonymous aggregate calculations using the data. By default no reporting may be done on any organizational unit containing fewer than 5 people, though many of our clients will increase this threshold to further protect privacy. Raw survey responses are never included in reports, instead the calculations for the reports are done on our secure servers and only the final result is presented for analysis.

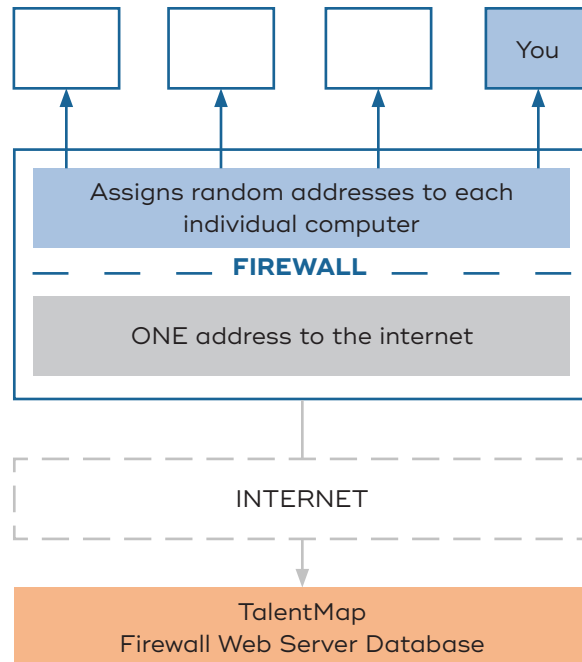
When filtering the data to enable more detailed reports about specific sub groups, our system keeps track of the last several filters that were applied. We ensure that each new result set is sufficiently different from previous result sets so that it is impossible for someone to determine how a particular individual responded. For example, if you take a report containing 30 responses and apply a filter to exclude 30-39 year old men from the response, knowing that only one person in the group meets that criterion, the system will note that the filter is not sufficiently different and prevent the calculation.

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<sup>1</sup>[https://en.wikipedia.org/wiki/Advanced\\_Encryption\\_Standard](https://en.wikipedia.org/wiki/Advanced_Encryption_Standard)



## COMPUTERS ON AN OFFICE NETWORK



TalentMap is a member of the Insight Association, whose member code of ethics is to protect survey research respondent privacy and personal information. Find out more about the Insights Association's code of ethics at: [www.insightsassociation.org](http://www.insightsassociation.org)



TalentMap is a member of International Organization for Standardization to bring together experts to share knowledge and develop voluntary, consensus-based, market relevant International Standards that support innovation and provide solutions to global challenges. TalentMap is ISO 27001 Certified.



TalentMap uses Thawte SSL Certificates to offer secure communications by encrypting all data to and from its servers. Thawte has checked and verified the company registration documents and the site's registered domain name. Find out more about Thawte at: [www.thawte.com](http://www.thawte.com)