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CONFIDENTIALITY ASSURANCE

The 2024 Toy Industry Marketing & Advertising Study is conducted by Industry Insights, Inc., an objective outside firm that has been specializing in such studies for hundreds of industries since 1980. Upon receipt, all survey responses will be assigned a confidential code number by Industry Insights, Inc., and any name or company identification removed. Survey processing will then be conducted on an absolutely anonymous basis. No Toy Association staff member nor any company or individual inside or outside the industry, nor anyone else other than a select few Industry Insights, Inc. associates will ever view any individual firm's confidential information.

STATEMENT OF CONFIDENTIALITY AND NON-DISCLOSURE

During the course of *the 2024 Toy Industry Marketing & Advertising Study*, participating firms will provide certain data that is sensitive, proprietary, and confidential. This agreement defines the responsibilities of Industry Insights, Inc. regarding the treatment of such information.

In consideration of participating companies providing certain confidential, non-public and/or proprietary data for the sole purpose of inclusion in *the 2024 Toy Industry Marketing & Advertising Study*, Industry Insights, Inc. agrees as follows:

1. All information received from individual **2024 Toy Industry Marketing & Advertising Study** participants will be treated in a strictly confidential manner and will not be disclosed in any manner whatsoever to any individual, entity, organization or third party outside of Industry Insights, Inc.
2. Only the aggregate compiled results of all/or selected groups of survey participants are published in the final industry-wide report. At no time will any individual survey participant's specific data be identified, other than to the actual participant. Additionally, no individual company will be identified as a participant in the study.
3. All participant survey questionnaires will be destroyed upon completion of the study.

If you have any questions about the data collection process, data handling, or confidentiality practices, please, contact Marcy Dolnicek, Project Director of Industry Insights at (380) 223-9137 or mdolnicek@industryinsights.com.

-Industry Insights, Inc.