

CPP Privacy Policy

Carolina Public Press is a nonprofit, nonpartisan, investigative news organization based in Asheville and serving all of North Carolina.

We have received a grant from the Google News Initiative to undertake a project that will examine how folks in rural NC access their news, what kind of news do they need/access frequently, and how news outlets such as ours could help fulfill these needs. Our research will be analyzed for insights into trends among news needs and preferred ways to access the news. It will provide the basis for strategic editorial innovation that specifically serves the surveyed audiences. Discovery may provide a wealth of potential innovations that will help reach underserved audiences.

When you participate in research with us, these policies apply:

- We will not share your personally identifiable information (PII) with any party outside the scope of the research project. Personally identifiable information is information such as your name, address, phone number, and email address.
- Your survey responses are confidential. Personal information is only utilized to group responses. Confidential responses are not attributed to you.
- We will not sell your contact information to anyone.
- Your participation in a study is voluntary and your decision will be respected. You always have the option to opt-out of, or terminate your participation in, research.

What information does CPP collect or access?

When you participate in our research projects, we may ask you for your opinions and also for personal information, such as your first name (in interview or focus group projects), age, gender, housing and household descriptors, income level, and other descriptors; or personal preferences, purchases or hobbies. The information we collect is always strictly for use in research studies and CPP will never ask for financial account numbers or personal passwords.

- This intent will be communicated at the beginning of the project, in survey/project invitations (and/or at the beginning of the survey instrument).
- You may refuse to answer certain questions or discontinue participation in a study at any time.

How do we use your data?

Data from surveys will be used by Carolina Public Press to develop innovative approaches to news delivery in underserved communities. All data will be aggregated—individual responses will be lumped together for the purposes of studying answers provided by survey participants. Identifying information such as phone number and email address will remain confidential and will be used by CPP to get in touch with sweepstakes winners and focus group participants.

As part of our grant process, CPP will be reporting our findings to Google and online at our website. Transparency of process and information is important to us, and we plan to make our analysis public so that other news organizations and nonprofits can glean insights from our data.