



CROBOX CODE OF CONDUCT

Crobox operates by a strict code of conduct. We find this of utmost importance due to the nature of our work being at the cross-section of data science and consumer psychology. These two fields demand a careful approach that puts the end-customer first.

To ensure all stakeholders involved in the Crobox service delivery are aligned, we work by the following twelve rules. [Check out our Code of Conduct article for more information.](#)

RULES WE OPERATE BY

- 1 Crobox will always anonymize visitor data after pulling necessary elements.
- 2 Crobox anonymizes data with high-end disk encryption as an extra layer of security.
- 3 Crobox will never, and technically cannot, share Personal Identifiable Information with third parties.
- 4 Crobox ensures website visitors are always given control to view, delete, and download their collected data.
- 5 Crobox gives the right to its clients' website visitors to always be able to opt-out of data collection.
- 6 Crobox experiments always include a control condition to ensure accurate performance projections are made.
- 7 Conclusions regarding the data will only be made with a confidence rate of 95% and power of 80%.
- 8 Crobox will never use dark patterns of persuasion to mislead website visitors.
- 9 Crobox serves messages that are capable of only motivating behavior and will never be designed in a way that forces visitors to buy products they do not want.
- 10 Crobox sets message trigger conditions ensure messages are only being served to promote true product attributes.
- 11 Crobox will not serve messages to visitors who close the notifications within the session.
- 12 Crobox only executes practices that stem from empirically tested research.