

PRIVACY NOTICE for iLAB

OVERVIEW AND PURPOSE OF THIS NOTICE

This Privacy Notice relates to personal data collected from you and used in connection with Kantar's **iLab** innovation initiative. In this Privacy Notice, '**personal data**' means information which relates to and can identify a living individual.

iLab involves Kantar and its partner(s) acting as sponsor(s) of themed innovation challenges to identify, judge and reward innovative ideas ('**Challenges**'). After a Challenge concludes Kantar may also work with Entrants to further develop and commercialise the ideas, as stated in the [terms and conditions \(click to see them\)](#) ('**Terms**').

The treatment of any information that is *not* personal data but forms or relates to your Challenge submission (your '**Entry**') is covered elsewhere, in the Terms.

iLab uses an online cloud-hosted platform for conducting and managing Challenges. The platform is provided by IdeaScale, headquartered in California, that processes and stores data including your personal data on Kantar's behalf.

DATA CONTROLLER

iLab is operated by The Kantar Group Limited of 6 More London Place, Tooley Street, London SE1 2QY ('**Kantar**') through its business division known as Kantar Insights and Kantar is the data controller of your personal data. By participating in a Challenge, you agree to the use of your personal data set out below. We ask you to read this Privacy Notice carefully.

OUR USE OF YOUR PERSONAL DATA

Below we provide you with information about our use of your personal data collected through the iLab platform and from your Entry, and the legal basis under which we process it.

Use Case	Purpose	Categories of data collected	Source	Legal basis
Registration on the iLab platform	Account management	Name, email address, country of residence, and password	We obtain this data from you directly	Consent: consent register you in the IdeaScale platform
Facilitate / manage participation in Challenges	Facilitate submission of Challenge entries on IdeaScale, allow Kantar to communicate with entrants, to create pseudonymised personal data for	Name, email address, telephone number, job title, country of residence, age, gender, unique personal identifier,	We obtain this data from you directly	Consent: by entering the Challenge we will have your consent to use your details in accordance with the Terms relating to the Challenge and this Privacy Notice. You can withdraw your

	judges to assess Entries, to determine the sub-categories each Entry falls under, measure the impact and performance of iLab initiatives in the context of classes of entrant and geographical spread	messaging and email communications		consent or opt out of communications from Kantar at any time.
Publicising the results of the Challenges	Promote the winners of Challenges across Kantar and third-party channels including social media channels	Name, job title, organisation, photograph, country, social media account	We obtain this data from you directly	Consent: by entering the Challenge we will have your consent to promote the winning Entries including via social media. You can withdraw your consent or opt out of communications from Kantar at any time.

THIRD PARTIES AND YOUR DATA

Kantar aims to create a community of innovators through iLab. By registering on the iLab platform, basic information about you (i.e., your username and organisation) will be visible to other registered users. The details of your Challenge Entry are kept confidential from other users if you are from outside Kantar.

Your personal data is not shared with the judges of the Challenge. For judging purposes, your data will be de-personalised (pseudonymised) and your Entry given a number. 'Pseudonymised' means that your Entry is given an artificial identifier so that it can no longer be attributed to you without additional information kept separately on the platform by Kantar Group and access controlled.

Your personal data may be shared, stored, transferred, or processed by affiliated companies within the Kantar group of companies, shared with Kantar's partners or third party service providers for the purposes of operating the Challenge(s), such as fulfilment of prizes or other incentives. Third parties given access to your personal data are all contractually bound to keep any information confidential and must protect it with security standards and practices that are equivalent to our own.

Kantar does not sell your personal data.

PERSONAL DATA TRANSFERS ACROSS BORDERS

The personal data that we collect from you may be transferred to and/or stored outside your country or home legal jurisdiction. It may also be processed by staff operating outside your jurisdiction who work for us, our partners, or the US-based platform provider IdeaScale. If

your personal data is transferred to, stored, or otherwise processed outside your home jurisdiction, and that jurisdiction has not been recognised as providing an adequate level of data protection, we will put in place additional safeguards to protect your personal data, as required by applicable law (for example, if you are in the EEA, standard contractual clauses would be used if we process your personal data outside the EEA).

CONFIDENTIALITY AND SECURITY

We take appropriate technical and organisational measures to protect the personal data submitted to us both while it is in transit and at rest. Our security procedures are consistent with generally accepted commercial standards used to protect personal data. Unfortunately, no data transmission or system can be guaranteed to be 100% secure. As a result, while we strive to protect your personal data, we cannot ensure or warrant the security of any information you transmit to us, and you do so at your own risk. Once we receive your transmission, we will take reasonable steps to ensure our systems are secure.

All our third-party contractors, service providers, and Kantar's own employees are contractually obliged to follow our policies and procedures regarding confidentiality, security and privacy.

ACCURACY

We take all reasonable steps to keep personal data in our possession or control, which is used on an on-going basis, accurate, complete, current, and relevant, based on the most recent information made available to us by you.

We rely on you to help us keep your personal data accurate, complete, and current by updating your details while the Challenge is live. Following the Challenge, please notify us of any changes to your personal data.

DATA STORAGE AND RETENTION

Personal data will be retained only for such period as is appropriate for its intended and lawful use. In this case we shall retain personal data for no longer than 24 months following the winners being announced, unless otherwise required to do so by law. Personal data that is no longer required will be disposed of in ways that ensure their confidential nature is not compromised.

Personal data related to the winners of Challenges may be kept for longer than 24 months to the extent necessary to keep a record of the owner of intellectual property rights or, where the owner is a corporate entity, the contact details of the representative of the owner.

As part of the Company Business Continuity plan and as required in certain instances by law, our electronic systems are backed up and archived. These archives are retained for a defined period of time in a strictly controlled environment. Once expired, the data is deleted, and the physical media destroyed to ensure the data is erased completely.

CHILDREN'S DATA COLLECTION

We never knowingly process the personal data of children under the age of 16. The minimum age for participating in a Challenge is 18.

SENSITIVE DATA COLLECTION

Last updated 12/10/2022

We do not collect what is classified as “special category” personal data (for example your race or ethnicity, your religious or philosophical beliefs, or data about your health). You will always be able to choose whether or not to provide this data if we ask for it in the future; we will seek your consent and provide full details on the purposes for which we will use it for prior to collecting it.

RIGHTS OF INDIVIDUALS

To request access to personal data that we hold about you, you should submit your request in writing to the email address or postal address shown below in ‘How to contact us’. When you make a request, you should address your request to Kantar Insights and provide your name or any other identifiers which will help us process your request.

If you contact us using an email address or contact details for which we do not hold a record of, we may request a copy of a valid government issued or official identification (such as driving licence or passport).

You have the following rights in relation to your personal data:

- Right to change your mind and to withdraw your consent
- Right to access your personal data
- Right to rectify your personal data if it is inaccurate
- Right to erase your personal data from our systems, unless we have legitimate interest reasons for continuing to process the information
- Right to transfer your personal data (portability right)
- Right to restrict processing of your personal data
- Right to object to the processing of your personal data
- Right to opt out of any sale of your personal data (if that were applicable)
- Right to not be discriminated against for exercising any of the rights available to you under applicable data protection laws.

If applicable, we will notify any other relevant third parties such as our partners or service providers to whom we have transferred your personal data of any changes that we make at your request. Note that while we communicate to these third parties, we are not responsible for the actions taken by these third parties to answer your request. You may be able to access your personal data held by these third parties direct and correct, amend or delete it where it is inaccurate.

UPDATES TO OUR PRIVACY POLICY

We keep our [privacy policy \(click here\)](#) under regular review, and it may be amended from time to time. We will record when the policy was last revised in the policy document.

CONTACT US

Questions regarding this policy or complaints about our practices should be directed to our Data Protection Officer and via email at dataprotection@kantar.com or in writing to Mr R Roopra, at Kantar, 6 More London Place, Tooley Street, London SE1 2QY or you can use the phone numbers provided in our “contact us” section of the Kantar.com website.

We will investigate all complaints and attempt to resolve those that we find are justified. If necessary, we will amend our policies and procedures to ensure that other individuals do not experience the same problem.

Last updated 12/10/2022

COMPLAINTS AND COUNTRY-SPECIFIC DISCLOSURES

If you are not happy with the way we have processed your personal data, we would like a chance to put that right. Please contact us at info@kantar.com and we will have somebody contact you.

However, you do have the right to complain to a supervisory authority. In the UK the supervisory authority is the Information Commissioner whose details can be found at www.ico.org.uk.

-end-