

Introduction:

Our surveys are conducted by Kantar West Africa.

We conduct market research on behalf of clients and often, the client is the responsible party (also known as a data controller) and we act as the operator (also known as a data processor).

We ask you to read this privacy policy carefully.

For the purpose of this Policy, the definition of ‘personal information’ is information which relates to and can identify a living individual and/or a company (where applicable)

Lawful collection and use:

This Policy explains how we collect, store and use the personal information you provide when taking part in an online, face to face, postal or telephone survey for us.

When we conduct surveys, our interviewers/invitations/platforms and questionnaires clearly identify us and explain the purpose(s) of our contact and if applicable, the purpose for our collecting your personal information. You may decline to answer any questions or withdraw from participation in a survey at any time.

When we contact you, generally in person, by telephone, by email or by post, we do so for one of the following purposes:

Case	Purpose	Data collected/ processed	Legal Basis
Inviting you to participate in our surveys	To provide the opportunity for a representative sample of individuals to participate in our surveys	Dialled phone number (randomly dialled), postal address, email address.	Legitimate interest or consent (as applicable) We have a legitimate interest to contact a representative sample of individuals to invite them to participate in our surveys. Kantar or its client have your consent to contact you to invite you to participate in a survey.
Surveys	To understand your views about certain products and services or to understand your behaviour in different situations. To validate answers, you gave in a recent survey we conducted. To administer participation e.g., prize draws, incentives, pre-tasks etc. To re-contact participants e.g., for ongoing and follow-up surveys.	Unique identifier, contact details, email address, voice, image, opinion	Voluntary participation in a survey whereby we ask for your consent to use your personal information.

Fraud Protection	Protection of our business interests against fraudulent behaviour	IP address, browser specifications, device specifications, postal addresses, email addresses	Legitimate interests – we have a legitimate interest in protecting our business against fraud or other prohibited behaviour.
Survey Participation Uniqueness	Prevention of multiple entries in surveys by the same individuals	IP address, browser specifications, device specifications	Legitimate interests – we have a legitimate interest in preventing multiple entries by the same individual.
Data Matching and Enrichment	We enrich the data we hold on to file about you by matching your personal information with other data sources and third parties who specialize in data management.	Unique identifier, contact details, email address, social login, cookie, mobile device ID	Voluntary participation in a survey whereby we ask for your consent to use your personal information.
Managing telephone survey optouts	When an individual has requested not to be telephoned again, we hold their details to enable this.	Name and telephone number	Legitimate interests – we have a legitimate interest to retain the information in order to fulfil the individual’s request.

We will never misrepresent ourselves or what we are doing. If you receive an email that concerns you, purporting to be from us, please let us know as shown below in ‘How to contact us.

We have contacted you to take part in a survey by telephone, post, face to face or online by:

- Randomly knocking on your door
- Randomly ringing your number using a Random Digit Dialer (RDD)
- Receiving your contact details from the client we are conducting the survey for, with whom you may either be registered, received products or services from or generally dealt with
- Buying sample from a sample provider
- Sourcing your information from publicly available resources
- Receiving your contact information from a recruiter that has been in contact with you
- Or you have previously agreed to be re-contacted to possibly participate in further surveys

Third parties and data transfer across borders:

We collect and process personal information for the purposes described above, but we do not share or sell your personal information to any third parties, unless it is required by law, or you have agreed otherwise.

Your personal information may be collected, stored, transferred, or processed by our sister companies within the Kantar group, or 3rd party service providers for survey-related purposes, such as data processing, and fulfilment of prize draws or other incentives both within and outside your country of residence. All parties are contractually bound to keep any information they collect and disclose to us or, we collect and disclose to them, confidential and must protect it with security standards and practices that are equivalent to our own. If your personal information has been transferred to, stored, or otherwise processed to a territory outside your country of residence (as applicable) and that territory has not been recognized as providing an adequate level of protection of personal information, we will put in place an appropriate legal safeguard. For example, standard approved contractual clauses and other relevant authorities, working with parties that have implemented binding corporate rules or other intra-group processes, obtaining your consent to transfer personal information, where the transfer is necessary for the performance of a contract between us or where a contract was entered into on your behalf, or where the transfer is necessary to establish, exercise or defend legal claims.

Confidentiality, security and industry requirements:

We have appropriate technological and organizational measures in place to protect your personal information and take all reasonable steps to ensure your personal information is processed securely. All information you provide us is stored in secure servers and environments. Unfortunately, no data transmission can be guaranteed to be 100% secure. As a result, while we

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strive to protect your personal information, we cannot ensure or warrant the security of any information you transmit to us or from our online products or services, 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, site service providers and employees are contractually obliged to follow our policies and procedures regarding confidentiality, security and privacy.

We adhere to the following industry requirements:

- The Data Protection 2019 (The act) & The Data protection regulation 2021 The Protection of Personal Information Act 4 of 2013, any applicable local data protection laws and any subsequent legislation, which may be amended from time to time.
- We follow the MSRA & ESOMAR professional Codes of Conduct.

We combine your survey responses in a given survey with the responses of all others who participate and report those combined responses to the client that commissioned the study, unless one or more of the following criteria are met.

The only exceptions when we may disclose your personal information or survey responses to third parties are as follows:

- You request or consent to sharing your identifying information and/or individual responses with a third party for a specified purpose.
- When we provide your responses to a third-party processor who is contractually bound to keep the information disclosed confidential and use it only for research or statistical purposes.

Cookie disclosures (only for online survey participants):

Cookies are small text files stored on your computer or device by a website that assigns a numerical user ID and stores certain information about your online browsing. They are used by web developers to help users navigate their websites efficiently and perform certain functions. The website sends information to the browser which then creates a text file. Every time the user goes back to the same website, the browser retrieves and sends this file to the website's server.

We do not use cookies on standard online in-house surveys. Where cookies are required by a partner's platform, this is notified by the platform privacy notice/policy.

For behavioral tracking surveys, we use optional cookies / software applications, but only if you have given your explicit consent to such cookies / applications.

As is true of most online surveys, we gather certain information automatically and store it in survey data files. This information may include things like Internet Protocol address (IP address), browser type, Internet Service Provider (ISP); referring/exit pages, operating system, and date/time stamp.

We use this automatically collected information to analyze trends such as browser usage and to administer the site, e.g., to optimize the survey experience depending on your browser type. We may also use your IP address to check whether there have been multiple participations in the survey from this IP address.

Accuracy:

We take all reasonable steps to keep your personal information accurate, complete, current, and relevant, based on the most recent information provided to us. If you would like to update your personal information, please contact us using the details provided below.

We rely on you to help us keep your personal information accurate, complete and current by answering our questions honestly and you are responsible for ensuring that the responsible party (which may be us or - more often - our client) is notified of any updates or changes to your personal information.

Children's data collection:

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We never knowingly invite children under the age of 18 years to participate in surveys without consent. If it is necessary and appropriate to a particular project to directly involve children under the age of 18 years, we take measures to ensure we have been given permission by the responsible adult. We do not sell children's personal information.

Special information collection:

In our survey we may request to collect personal information that is classified as "special categories" of personal information. This includes racial or ethnic origin, political opinions, religious or philosophical beliefs, or trade union membership, genetic data, biometric data for the purpose of uniquely identifying a natural person, data concerning health or data concerning a natural person's sex life or sexual orientation. You will always be able to choose whether or not to provide this data to us to be used as described.

Rights of individuals:

To request access to personal information 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 indicate the division of Kantar in which you are making the request (and, for example, your panellist ID or other identifier).

If you contact us using an email address or contact details for which we do not hold a record of, you will also need to provide a copy of a valid government issued or official identification (such as driver's license or passport).

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

- Right to change your mind and to withdraw your consent.
- Right to access your personal information
- Right to rectify your personal information
- Right to erase your personal information from our systems, unless we have legitimate interest reasons for continuing to process the information.
- Right to port your personal information (portability right)
- Right to restrict processing of your personal information
- Right to object to the processing of your personal information
- Right to not be discriminated against for exercising any of the rights available to you under applicable data protection laws
- Right not to be subjected to automated decision making.

If necessary, we will notify any other parties such as our suppliers or service providers to whom we have transferred your personal information of any changes that we make when you make a 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 information held by these third parties and correct, amend or delete it where it is inaccurate.

Data storage and retention:

Personal information will be retained only for such period as is appropriate for its intended and lawful use, in this case we shall retain data for no longer than 12 months, unless otherwise required to do so by law. Personal information that is no longer required will be disposed of in ways that ensure their confidential nature is not compromised.

As part of the Company Business Continuity plan and as required by ISO 27001, ISO 9001, ISO 20252 certifications where held, and in certain instances the 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.

Notification of material changes:

We keep our privacy policy under regular review, and it may be amended from time to time. We will always have the most up-to-date policy on this web page. We will record when the policy was last revised.

Date created: 13/06/2011

Last revised: 11/09/2023



Automated decision making / profiling:

In certain circumstances we shall carry out automated decision making or profiling about you. However, in the majority of cases this will not result in any legally significant decisions being made about you. You have the right to appeal if any automated decision made about you is legally significant. If you have any questions about this, please contact us.

How to contact us:

If you are not happy with the way we have processed your personal information, we'd like a chance to put that right. You can contact us Privacyweca@Kantar.com. You can also contact our Data Protection Officer, Evelyne Bosibori, at Evelyne.Bosibori@Kantar.com. Our Data Protection Officer monitors our compliance with Data Protection Laws plus our privacy policy and is our contact point for the supervisory authorities on issues relating to processing personal information.

Complaints and country specific disclosures:

If you are not happy with the way we have processed your personal information, we'd 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 such as the Data Protection Regulator or Information Regulator in your country.

We are a Kantar Group Company. Our registered name and address is Kantar TNS RMS West Africa Insight, Ngor Almadies, Rue NG 80 P.O Box 29693, Dakar-Senegal.