**PRIVACY POLICY**

**Insights & Consulting Kantar, S.L.,** a Spanish company with offices at La Matriz, calle Ríos Rosas 26, 28003 Madrid (Spain) and registered office at Camí de Can Calders nº 4, 08173 Sant Cugat del Vallés (Barcelona, Spain) and NIF B79896965 ("**We**" or “**Kantar**”) is committed to protecting and respecting your privacy.

Kantar is a company within the Kantar Group, of which The Kantar Group Limited is the parent company.

This policy sets out the basis on which any personal data we collect from you, or that you provide to us, will be processed by us. Please read the following carefully to understand our views and practices regarding your personal data and how we will treat it.

**1. Information we collect from you**

We collect and process the data and information you provide by voluntarily participating in surveys or other projects, either occasionally or continuously as a pannelist or collaborator.

**2. Keeping your personal data secure**

We will take reasonable steps to ensure that your data is treated securely and in accordance with this privacy policy. All information you provide to us is stored on secure servers. We limit access to the information to our own employees, services providers and those individuals who are authorised for the proper handling of such information. We request that our third party providers follow similar standards of security and confidentiality.

Kantar is adhered to the *“Code of conduct for the processing of personal data by market research companies of I+A Insights+Analytics”* (“Codim”), approved by the Spanish Supervisory Authority (Agencia Española de Protección de Datos) under article 40 of Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 (GDPR) and other regulations applicable in Spain (registered number CT/0005/2017).

**3. Uses made of the information and consent**

We use your data to manage your participation in the surveys, market research and other projects you are invited to. We may also re-contact you in order to learn more about your opinions or for supervisory and/or quality purposes.

The legal basis in each case is that we have your consent for the use of your personal data, or that we need to use your personal data in order to perform a contract with you, or that the use of your personal data is necessary for legitimate interests (in which case we will explain what those interests are). Where we use your personal data with your consent, you have the right to withdraw your consent at any time.

**4. How long we keep your personal data**

We will keep your personal data only for as long as is necessary for validating your participation in a survey or in a project or, if you participate in one of our panels or on a continuously basis, we will keep your data for as long as your participation in the panel is in force or you do not withdraw your consent. We will also keep your personal data for longer periods under legal regulations and for legal action purposes.

**5. Profiling**

We may create segmentations with our suppliers’ collaboration, that is, participants groups based on a series of features, with the only purpose of using such profiles for classifying the target of our surveys. For instance, if Kantar knows that a participant has a car, it is more probable that that participant is invited to participate in surveys within the automobile sector. These profiles will never allow us to make decisions that can affect or produce legal effects concerning you.

The anonymous profiles may be shared with other companies with which Kantar collaborates in other researches or projects but will never be identifiable by those companies.

**6. Disclosure of your information**

We may disclose your personal data to any member of our Kantar group, which means our subsidiaries, our ultimate holding company and its subsidiaries, as defined in section 42 of the Spanish code of commerce. We may disclose your personal data to third parties:

* In the event that we sell or buy any business or assets.
* If Kantar or substantially all of its assets are acquired by a third party.
* If we are under a duty to disclose or share your personal data in order to comply with any legal obligation; or to protect the rights, property, or safety of Kantar, our customers, or others. This includes exchanging information with other companies and organisations for the purposes of fraud protection and credit risk reduction.

The participants data may be transferred to other companies for carrying out Kantar’s activity with various purposes. For instance, Kantar hires the services of third parties (for instance, for the delivery of the questionnaires or field services) and works with own suppliers (for instance, to recruit participants) and collaborates with Kantar’s clients’ suppliers.

Kantar may share the personal data of the members of the panels and continuous participants with other Kantar companies, for instance for profiling and for other surveys, and for developing Kantar’s products and services. The anonymized information may also be shared with partners of the Kantar group for improving programmatic marketing models. Anyway, neither Kantar or the Kantar group or their partners will send personalized advertising to the members of the panels or continuous participants as a result of their participation in the surveys.

**7. Where we store your personal data**

The data that we collect from you may be transferred to, and stored at, a destination outside the European Economic Area ("EEA"). It may also be processed by staff operating outside the EEA who works for us or for one of our suppliers. If your personal data is transferred to, stored at or otherwise processed in a country or territory outside the EEA, and that country or territory has not been recognised as providing an adequate level of data protection, we will put in place additional safeguards to protect your personal data, based on standard contractual clauses. You can ask us to provide a copy of these clauses by using the contact details below.

**8. Your rights**

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

* The right to ask whether we’re processing your personal data and, if we are, to find out details of that processing (as well as obtaining a copy of your personal data).
* The right to ask us to correct any personal data that we hold about you that’s inaccurate or incomplete.
* The right to ask us to delete personal data that we hold about you.
* The right to object to how we’re processing your personal data, and to ask us to restrict how we’re processing your personal data.
* The right to have the personal data that you’ve provided to us provided to you in a structured and commonly-used electronic format. You can also ask us to transfer your personal data directly to another company if that’s feasible.

If  you wish to exercise any of these rights, you can contact gdpr.kantar@kantar.com or send a letter to La Matriz – Calle Ríos Rosas 26, planta 1ª, 28003 Madrid, At. Dpto. Quality&Compliance, Ref. Data Protection, with a copy of your identity card.

You also have the right to complain to a supervisory authority. For more details see [www.agpd.es](http://www.agpd.es).

You can also contact our global data protection officer (DPO), Gillie Abbotts-Jones, at its local representative’s address: dpo@kantar-extlegal.com.

**9. Changes to our privacy policy**

This privacy policy may be updated from time to time.

This policy was last updated on the October 20, 2020.