

1. Introduction

This cookie policy applies to all members of NIPObase, which is a respondent database managed by us, Kantar Netherlands B.V. (referred to as “Kantar”, “we” or “us”). This policy is a supplement to our [Privacy Policy](#) and informs you about the cookies we place and the personal data that may be processed by these cookies.

2. What are cookies?

Cookies are small text files stored on your computer 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.

3. Functional cookies

Functional cookies are cookies which are necessary for our website to function properly (e.g. they remember your answers to our questions). These are the functional cookies we use:

Cookie	Type	Expiry date	Purpose
NIPObase Consumer	Login NIPObase Portal	18 months	Login NIPObase Portal

4. Tracking cookies

Tracking cookies are cookies which make it possible to follow your online behaviour when you leave our website. Only with your explicit consent sister companies within or alliances with the WPP group (our Partners) may install tracking cookies on your device(s). They are all 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.

These are the tracking cookies which will be installed after you've given your consent:

Partner	Cookie	Type	Expiry date	Purpose
Kantar Media UK Ltd.	i00	Tracking cookie	10 years	Insights in exposure to online ads.
Dynamic Logic LLC d/b/a Kantar	DW and DW_time	Text cookies	24 months	DW provides a unique device value to determine whether you've seen an online ad. DW_time shows the time when the DW cookie has been dropped.
	AI_xxx (xxx = campaign code)	Tracking cookie	24 months	Insights in exposure to online ads.
comScore	Scorecard	Tracking cookie	1 month	Insights in exposure to online adds and online content, modeling of online behavior on an aggregated level

Via these tracking cookies we may share personal information with our Partners which they may process for specific purposes, as described in the table below. We will never share your name or e-mail address with them and our Partners will never contact you directly.

Partner	Personal information	Purpose
Kantar Media UK Ltd.	Pseudonymised panelmember ID, gender, age category, income category, purchaser, working situation, social class, family size, family cycle, number of children, region, province, education category, possession and use of devices with internet access	Measuring exposure to advertisements. Kantar Media reports the results to us.
Dynamic Logic LLC d/b/a Kantar	Pseudonymised panelmember ID, gender, age, income, purchaser, presence of children, country and postcode	Measuring exposure to advertisements and, on the basis of the results, sending additional questionnaires.
comScore	Not applicable	-

Occasionally, we may use your data for one of these other purposes:

Case	Purpose	Data collected/ processed
Advertising Targeting and Media Buying Research	<p>We and our affiliates use your personal data to help our clients and vendors enrich their data by using lookalike modelling techniques.</p> <p>Thanks to your participation in our surveys and your profile data, we can help our clients to improve their advertising targeting, and to create better online advertising models, through lookalike modelling or similar research methodologies. We will use your personal data we collect about you through profile building, participation in research surveys or data matching to match with third-parties and platforms (our partners).</p> <p>We include contractual safeguards to ensure that you will not automatically be targeted as a result of your data being used to help create a lookalike audience, and that our partners cannot use your data for any other purpose.</p>	Persistent unique identifier, contact details, email address, social login, cookie, IP address, mobile device ID
Ad Exposure and Measurement	In addition to cookie-based matching (which you can control and consent to via the NIPObase account for your household), we and our affiliates will use personal data you provide to us in a direct matching process with third parties (our clients and partners) to determine if you are a user of that service (such as social networks, websites, mobile apps) for advertising measurement research purposes. We will identify what advertisements you may have been exposed to on those sites and platforms and measure how brand attitudes or brand recall have	Persistent unique identifier, contact details, email address, social login, cookie, IP address, mobile device ID

	impacted sales. The third parties that we work with are not allowed to use the data for any other purpose.	
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5. Don't want to receive tracking cookies anymore?

If you do not wish to receive cookies anymore, you can delete them from your computer at any time. You can do so by using the browser settings ([Chrome](#), [Firefox](#), [Internet Explorer](#) or [Safari](#)). More information about deleting cookies is available at <http://www.youronlinechoices.com/nl/>. Via the NIPObase account for your household you can then indicate that you don't want to receive tracking cookies anymore.

6. Notification of Material Changes

We keep our cookie 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: 04/11/2016

Last revised: 17/03/2022

7. How to Contact Us

Questions regarding this policy, complaints about our practices and access requests should be directed to the Fieldwork Team via email at privacy.nl@kantarc.com or in writing to Frank Rem, PO Box 247, 1000 AE Amsterdam, the Netherlands.

You can also contact our Data Protection Officer Ravinderpal Roopra at privacy.nl@kantarc.com. Our Data Protection Officer monitors for instance our compliance with General Data Protection Regulation plus our cookie policy and is our contact point for the supervisory authorities on issues relating to processing personal information.

8. Complaints

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. Please contact us using the details above.

You also have the right to complain to the Data Protection Authority. You can direct any complaints about our practices in writing to the Dutch Data Protection Authority ("Autoriteit Persoonsgegevens"), PO Box 93374, 2509 AJ Den Haag, The Netherlands.