

### **1. Introduction**

This survey is conducted by Kantar Netherlands B.V. (referred to as “Kantar”, “we” or “us”), on behalf of one of our clients. Often our client is the data controller, but sometimes it could also be Kantar. Participation in this survey and providing us with information for our database is entirely voluntary. We ask you to read this privacy policy carefully.

For the purpose of this Privacy Policy, the definition of ‘personal information’ is any information that relates to an identifiable living individual and/or a specific household, if you are located in California.

### **2. Lawful Collection and Use of Data**

Kantar collects information in several ways from surveys or research activities. Examples of these activities are explained below and may include the collection of your personal data.

In summary (we’ve provided more details below), the main purposes for which we use your personal data are to:

- Contact you for a survey via mail or any other proposed communication options
- Select you for future surveys
- Include you in our prize draws
- Help you when you contact our support team
- Allow us to reward you with the promised incentives

We have set out below more detailed information about how we use your personal data. We are also required by law to explain the legal basis for processing your personal data. These legal bases are listed below and could be different for each use case:

- we have your consent for the use of your personal data
- we need to use your personal data in order to perform a contract with you
- we need to process your data to comply with a legal obligation
- we need to process your data in order to protect your vital interests or someone else
- the processing is necessary to perform a task in the public interest or
- the use of your personal data is necessary for our (or our clients’) legitimate interests (in which case we will explain what those interests are).

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’.

The main purpose for our collecting your personal data is to conduct market research. When we contact you, generally by post, we do so to invite you to participate in a survey on paper.

Case	Purpose	Data collected/processed
<b>Market Research</b>	To understand your views about certain products and services or to understand your behaviour in different situations.	Identifier, contact details, opinion
<b>Public Disclosure</b>	To share or disclosed pursuant to judicial or other government subpoenas, warrants, orders or pursuant to similar and other legal or regulatory requirements, we will provide such information to the appropriate authorities.	Identifier, name, contact details, email address, incentive received.
<b>Fraud Protection</b>	Protection of our business interests against fraudulent behaviour.	Contact details
<b>Tracking of the Answers of Recurring Respondents (special research design projects)</b>	Some of our clients have the specific research design need to understand how your opinion has evolved over a period of time. For this specific project type that we call "tracking" projects we will use persistent IDs and we will make this clear at the beginning of each of these surveys. Your survey responses will be considered as personal data and you will have the right to access them. Such projects will contain a notice (in the invite or on the very first page of the survey), so that you can identify them and decide whether or not to take part.	Persistent unique project-specific identifier

When you participate in our survey, we may ask you for a range of information, including, for example, your personal opinions, and demographic information, such as your age and household composition. You may decline to answer any questions or withdraw from participation in a study at any time.

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'.

### 3. Third Parties and Data Transfer Across Borders

You can be assured that we will protect your privacy. We will not make your personal information available to anyone without your agreement unless it is for research purposes only or if required by law. Furthermore, we don't sell your personal data to any third parties. This includes your name and e-mail address.

Your personal information may be collected, stored, transferred or processed by our sister companies within the Kantar group, or third party service providers for research-related purposes, such as data processing, and fulfilment of prize draws or other incentives both within and outside the EEA and the UK. 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.

If your personal data has been transferred to, stored, or otherwise processed to a territory outside the EEA or the UK (as applicable) and that territory has not been recognised as providing an adequate level of protection of personal data, we will put in place an appropriate legal safeguard. These will include relying on standard contractual clauses approved by the European Commission and other relevant authorities, working with parties that have implemented binding corporate rules or other intra-group processes, obtaining your consent to transfer personal data, 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.

## 4. Confidentiality and Industry Requirements

We take appropriate technological and organisational measures to protect the personal information submitted to us, both during transmission and once we receive it. Our security procedures are consistent with generally accepted commercial standards used to protect personal information.

All our employees are contractually obliged to follow our policies and procedures regarding confidentiality, security and privacy.

We adhere to the following standards and industry requirements:

- MOA professional code of conduct;
- ISO 20252 international market research quality standard;
- ISO 9001 international standard for quality management systems;
- ISO 27001 international standard for data security;

## 5. Accuracy

We take all reasonable steps to keep personal information 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 and/or by our client.

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 data controller (which may be us or - more often - our client) is notified of any changes to your personal information.

## 6. Children's Data Collection

We recognize the need to provide further privacy protections with respect to personal data collected from children. We never knowingly invite children under the legal age set by the authorities in the country in which you reside to participate in research studies without parental permission. If it is necessary and appropriate to a particular project to directly involve children under the legal age, we take measures to ensure we have been given permission by their parent or legal guardian. We do not sell children's personal data.

We will provide parents and guardians information about the survey topic, about any personal or sensitive information which may be collected from the children, the way this data will be used and whether and with whom we may share such information.

While the child is completing the survey, it is the responsibility of the parent or guardian to supervise them. In certain circumstances, we may require additional consent for public health, regulatory, or commercial reasons. We will explain this to you and the reasons for requiring it at the time we ask for it.

## 7. Sensitive Data Collection

In our survey we may collect personal data that is classified as "special categories" of personal data. 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 can choose whether or not to provide this data to us.

## 8. Rights of Individuals

To request access to personal data that we hold about you, you should submit your request in writing to the e-mail 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 panelist 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 drivers 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
- Right to erase your personal data from our systems, unless we have legitimate interest reasons for continuing to process the information
- Right to port 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 not be discriminated against for exercising any of the rights available to you under applicable data protection laws

We shall also notify third parties to whom we have transferred your personal data of any changes that we make on 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 and correct, amend or delete it where it is inaccurate.

## 9. 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 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.

## 10. 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: 24/05/2018

Last revised: 16/08/2021

## 11. 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](mailto: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](mailto:Privacy.nl@kantarc.com). Our Data Protection Officer monitors for instance our compliance with General Data Protection Regulation plus our privacy policy and is our contact point for the supervisory authorities on issues relating to processing personal information.

United States citizens may contact us at +1 866-471-1399 to exercise their privacy rights.

## 12. 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.