



Privacy Notice

For ad-hoc CAWI (with target list)

V1.0 | June 4, 2018

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1 About GfK and the Survey

You (“you”, “your”, “Respondent”) are about to take an online survey (the “Survey”, “Surveys”) hosted by GfK (“GfK”, “we” / “us” / “our”, see section “Contact Information”). We are conducting the Survey on behalf of a client who asked us to invite you to the Survey. At the end of the Survey, we will inform you who the client is. In the course of the Survey we collect and process some data, including personal data, invisibly in the background by electronic means for our purposes.

We are based in the European Union. We process personal data in compliance with applicable European data protection law and other statutory provisions. GfK is part of a global organization (the “GfK Group”), consisting of several companies in and outside the European Union, all predominantly owned by GfK SE in Germany. This Privacy Notice explains what types of personal data concerning you are processed in the course of your participation in the Survey.

2 What are personal data?

Personal data is information that directly or indirectly identifies you as an individual, indirectly meaning when combined with other information, for example, your name, postal address, email address and phone number, or a unique online or digital device identifier.

3 Use of personal data

We process your personal data for the purposes as described below. We do not collect and process more or other types of personal data than are necessary to fulfill the respective purposes pursued by GfK or a client. We will only use personal data as set forth in this Privacy Policy.

3.1 Categories of personal data that are processed in the course of Surveys

We process the following categories of personal data:

1. “Survey Data”, meaning the your answers to surveys, which may inadvertently include personal data,
2. your “Pseudonym”, meaning an identification number that is assigned to you when you click on the Survey link in the invitation email you received,
3. “Meta Data”, meaning personal data collected in the background during a Survey, such as by means of browser cookies or internet log files.
4. “Contact Information”, meaning your name, email address and phone number which we received from the client for the study along with Contact Information of several other people in the form of a “Contact List”. A contact list may, for instance, include Contact Information of the client’s end customers.

We are the controllers of your Meta Data but process the other categories on behalf of the client for the study.

3.2 How we use your personal data

We analyze and evaluate Survey Data to fulfill our client's market research purposes. We report Survey results to our clients in a form that does not personally identify you. Typically, we aggregate the Survey Data with the Survey Data of other Respondents. In some cases we may report the Survey Data on a Respondents' level, using your Pseudonym instead of your name.

We use Meta Data pursuant to our [Cookie Policy](#) to enhance the users' experience and improve the performance, user friendliness and security of the Surveys, and for purposes of quality assurance, including the prevention and detection of fraud and of disruption or damage to our IT systems.

We use Contact Lists pursuant to the instructions by the client for the Survey which includes the transfer of Contact Lists to Fieldwork Partners (see section 5).

We may be required to use and retain personal data for legal and compliance reasons, such as the prevention, detection, or investigation of a crime, loss prevention, fraud or any other abuse of our services and IT systems. We may also use your personal data to meet our and our client's internal and external audit requirements, information security purposes, or to protect or enforce our rights, privacy, safety, or property, or those of our client or other persons.

4 How we share personal data

4.1 Within GfK Group

We may transfer your personal data to one or more GfK Group affiliated companies as needed for data processing and storage, providing you with access to our Surveys, providing support, making decisions about service improvements, content development and for other purposes as described in Section 3 of this Privacy Policy. We do not disclose personal data of Respondents to third parties outside the GfK Group unless Respondents have declared their prior explicit consent for the specific purpose.

Where necessary, we will commission other companies and individuals to perform certain tasks contributing to our services on our behalf within the framework of data processing agreements. For example, we provide personal data to fieldwork partners, as described in section 5. We may use, at our discretion, service providers, contractors or partners for hosting our databases and applications, for data processing services, or to send you information that you requested. We will only share with or make accessible such data to external service providers to the extent required for the respective purpose. This data may not be used by them for any other purposes, in particular not

for their own or third party purposes. GfK's external service providers are contractually bound to respect the confidentiality of your personal data.

4.2 Business transfers

In connection with any reorganization, restructuring, merger or sale, or other transfer of assets (collectively "Business Transfer"), we will transfer data, including personal data, in a reasonable scale and as necessary for the Business Transfer, and provided that the receiving party agrees to respect your personal data in a manner that is consistent with applicable data protection laws. We will continue to ensure the confidentiality of any personal data and give affected users notice before personal data become subject to a different Privacy Policy.

4.3 Public bodies

We will only disclose your personal data to public bodies where this is required by law. GfK will for example respond to requests from courts, law enforcement agencies, regulatory agencies, and other public and government authorities, which may include such authorities outside your country of residence.

5 Fieldwork Partners

We work with other companies who source participants in the Survey. These may be, on a case-by-case basis, other GfK Group companies or external suppliers (together "Fieldwork Partners"). With the authorization by the client for the Survey, we provide Fieldwork Partners with Contact Lists, for them to invite Respondents to the Survey. We then receive Respondents' Survey Data under their Pseudonyms. Fieldwork Partners can attribute Pseudonyms to Contact Information. However, they do not disclose to us which Pseudonym they assign to which individual from a Contact List.

6 International transfers of personal data

Under specific circumstances, it will also be necessary for GfK to transfer your personal data to countries outside the European Union/ European Economic Area (EEA), so called "third countries". Such third country transfers may refer to all processing activities describes under Sec. 3 of this Privacy Policy. This Privacy Policy shall apply even if we transfer personal data to third countries, in which a different level of data protection applies than in your country of residence. In particular, an international data transfer may apply in the following scenarios:

6.1 Legal entities of GfK Group

GfK Group's legal entities outside the European Union have entered into intra-company data protection agreements using standard contractual clauses adopted by the European Commission to safeguard your privacy and legitimize international data transfers.

6.2 Other third parties outside the European Union (EU) and the European Economic Area (EEA)

Any transfers of personal data to third parties outside the GfK Group will be carried out with your prior knowledge and, where applicable, with your consent. Any transfers of personal data into countries other than those for whom an “adequacy decision”^{*} regarding the level of data protection was made by the European Commission occur on the basis of contractual agreements using standard contractual clauses adopted by the European Commission or other appropriate safeguards in accordance with the applicable law.

^{*}) See https://ec.europa.eu/info/law/law-topic/data-protection/data-transfers-outside-eu/adequacy-protection-personal-data-non-eu-countries_en

7 Security

GfK takes data security seriously. We apply an appropriate level of security and have therefore implemented reasonable physical, electronic, and administrative procedures to safeguard the data we collect from accidental or unlawful destruction, loss, alteration, unauthorized disclosure of, or access to personal data transmitted, stored or otherwise processed. Our information security policies and procedures are closely aligned with widely accepted international standards and are reviewed regularly and updated as necessary to meet our business needs, changes in technology, and regulatory requirements. Access to your personal data is granted only to those personnel, service providers or GfK affiliates with a business need-to-know or who require it in order to perform their duties.

In the event of a data breach containing personal data, GfK will follow all applicable data breach notification laws.

8 Your legal rights

As a data subject, you have specific legal rights relating to the personal data we collect from you. This applies to all processing activities explained in Section 3 of this Privacy Policy. GfK will respect your individual rights and will deal with your concerns adequately.

The following list contains information on your legal rights, which arise from applicable data protection law:

- **Right to withdraw consent:** Where the processing of personal data is based on your consent you may withdraw this consent at any moment. Please see section **Fehler!**

Verweisquelle konnte nicht gefunden werden. “Contact information, data controller and exercise of your legal rights”. As a Respondent please note that by withdrawing consent you typically end your participation in the respective project and will no longer be eligible for any rewards or incentives that GfK may eventually offer to Respondents.

- **Right to rectification:** You may obtain from us rectification of personal data concerning you. We make reasonable efforts to keep personal data in our possession or control which are used on an ongoing basis, accurate, complete, current and relevant, based on the most recent information available to us. In appropriate cases, we provide self-service internet portals where users have the possibility to review and rectify their personal data.
- **Right to restriction:** You may obtain from us restriction of processing of your personal data, if
 - you challenge the accuracy of your personal data for the period we need to verify the accuracy,
 - the processing is unlawful and you request the restriction of processing rather than erasure of your personal data,
 - we do no longer need your personal data but you require them for the establishment, exercise or defense of legal claims, or
 - you object to the processing while we verify whether our legitimate grounds override yours.
- **Right to access:** You may ask us from us information regarding personal data that we hold about you, including information as to which categories of personal data we have in our possession or control, what they are being used for, where we collected them, if not from you directly, and to whom they have been disclosed, if applicable. You may obtain from us one copy, free of charge, of personal data we hold about you. We reserve the right to charge a reasonable fee for each further copy you may request.
- **Right to portability:** At your request, we will transfer your personal data to another controller, where technically feasible, provided that the processing is based on your consent or necessary for the performance of a contract. Rather than receiving a copy of your personal data you may request that we transfer the data to another controller, specified by you, directly.
- **Right to erasure:** You may obtain from us erasure of your personal data, where
 - the personal data are no longer necessary in relation to the purposes for which they were collected or otherwise processed;

- you have a right to object further processing of your personal data (see below) and execute this right object to the processing;
- the processing is based on your consent, you withdraw your consent and there is no other legal ground for the processing;
- the personal data have been unlawfully processed;

unless the processing is necessary

- for compliance with a legal obligation which requires processing from us;
 - in particular for statutory data retention requirements;
 - for the establishment, exercise or defense of legal claims.
- **Right to object:** You may object – at any time – to the processing of your personal data due to your particular situation, provided that the processing is not based on your consent but on our legitimate interests or those of a third party. In this event we shall no longer process your personal data, unless we can demonstrate compelling legitimate grounds and an overriding interest for the processing or for the establishment, exercise or defense of legal claims. If you object to the processing, please specify whether you wish the erasure of your personal data or the restriction of its processing by us.
 - **Right to lodge a complaint:** In case of an alleged infringement of applicable privacy laws, you may lodge a complaint with the data protection supervisory authority in the country you live in or where the alleged infringement occurred.

Please note:

- **Time period:** We will try to fulfill your request within 30 days. However, the period may be extended due to specific reasons relating to the specific legal right or the complexity of your request.
- **Restriction of access:** In certain situations we may not be able to give you access to all or some of your personal data due to statutory provisions. If we deny your request for access, we will advise you of the reason for the refusal.

No identification: In some cases, we may not be able to look up your personal data due to the identifiers you provide in your request. For example, we cannot look up your Survey Data and Meta Data when you provide your name and email address and were invited to a Survey by an external Fieldwork Partner (please see also section 5 “Fieldwork Partners” of this Privacy Policy).

In cases where we cannot identify you as a data subject, we are not able to comply with your request to execute your legal rights as described in this section, unless you provide additional information enabling your identification.

- **Personal data that we process on behalf of the client for the Survey:** The client for the Survey is the controller of your Survey Data and Contact Information. If you make a request with us in exercise of your legal rights concerning your Survey Data or your Contact Information (be it with regard to the particular Survey or to the overall processing of these data), we will convey your request to the client. We will then proceed according to the client's instructions, pursuant to our legal obligations as a data processor.
- **Exercise your legal rights:** In order to exercise your legal rights, please contact our Data Protection Officer in writing or text from, e.g. by email or letter. For contact information, please refer to the end of this Privacy Policy.

Alternatively, you may of course choose to make your request directly with the client. At the end of the Survey, we disclose the identity of the client.

9 Retention of your personal data

In general, we will delete the personal data we collected from you if they are no longer necessary to achieve the purposes for which they were originally collected.

We typically retain Survey Data including Pseudonyms for a period of one (1) year. However, the retention period may depend on client instructions for studies where the client is the data controller and provided us with your contact information. Should a longer retention period apply, we inform respondents accordingly in the email invitation or on the start page of the survey.

We retain Meta Data for up to 2 years.

We retain Contact Information pursuant to the client's instructions.

We will not delete all of your personal data if you requested from us to refrain from re-contacting you in the future. For this purpose, GfK keeps records which contain information on people who do not want to be re-contacted in the future (e.g. by means of email newsletters or recruiting campaigns for market research projects).

10 Changes to this Privacy Policy

We reserve the right, at our discretion, to modify our privacy practices and update and make changes to this Privacy Policy at any time. For this reason, we encourage you to refer to this Privacy Policy each time before you take a Survey that is conducted or hosted by GfK. This Privacy Policy is current as of the "last revised" date indicated above. We will treat your personal data in a manner consistent with the Privacy Policy under which they were collected, unless we have your consent to treat them differently.

11 Contact information, data controller and exercise of your legal rights

Please direct your questions regarding the subject matter of data protection and any requests in the exercise of your legal rights either to the client for the Survey or to our Privacy Officer:

dpo_germany@gfk.com.

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Entered in the Commercial Register at the
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