Cookie Policy for panels and surveys

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Privacy notice regarding cookies, similar technologies and log files ("Cookie Policy")

This cookie policy applies to our web portals for online panel members (the "Portals") and our online surveys (the "Surveys"). We use cookies and similar technologies and we keep log files of internet requests to our servers as set out below.

1   About cookies, similar technologies and log files

We refer to cookies, local storage, captchas and digital device fingerprints, as explained in this section, together as "cookies and similar technologies".

1.1   What are cookies?

Cookies are small text files placed on your computer or mobile device when you access websites. "First party" cookies are set by websites that you are visiting at the time. "Third party" cookies are set by domains other than those of the websites that you visit.

Can website users block cookies?

Yes, you can adjust the privacy settings in your browser to block all cookies; however, this could severely affect your browsing experience as many websites may not function properly. Your browser may allow you to delete all cookies upon closing your browser. This option, though, results in persistent cookies getting deleted that may store your preferences and personalized settings on websites that you visit regularly. It is possible to keep desired cookies, though, as your browser may allow you to specify which websites are always or never allowed to use cookies.

1.2   What is local storage?

Like cookies, the **local storage** technology allows websites to store information on a computer or mobile device. Local storage is typically persistent and, unlike cookies, data in local storage is not automatically transferred over the internet every time when the website is visited that stored the data.

1.3   What are Captchas?

A Captcha ("Completely Automated Public Turing test to tell Computers and Humans Apart") is a website widget that requires some interaction by visitors to websites in order to distinguish real users from computer programs (bots) that automatically perform certain actions like filling in web forms.

1.4 What are log data?

Log data means network and device information that website operators store on their servers when people visit websites.

1.5 What is a digital device fingerprint?

A digital device fingerprint means a unique identifier that is derived from a collection of attributes and properties of your connected device and/or web browser that are exposed to websites you visit.

2 How we use cookies, similar technologies and log data

2.1 Strictly necessary cookies and use of log files, cookies and similar technologies for purposes in our legitimate interest

We use cookies and similar technologies with our surveys and we keep log files of internet requests to our servers as set out by this Cookie Policy. We do so…

- to the extent necessary for the functioning and security of the Portals and Surveys,
- for quality assurance purposes to protect our legitimate interests as a market research provider and a website operator, in particular to detect and prevent spam, abuse and fraud, such as by automated completion of Surveys or repeated participation in the same Survey by the same individual, to track the conversion with our own advertising campaigns to source participants in market research projects online,
- for purposes of the optimization of the performance of the portal and the online surveys.

2.1.1 Quality assurance with online surveys

We store cookies and local storage data from GfK domains (including domains and subdomains other than the survey domain) on your device that include random unique identifiers. We then interrogate the saved values upon survey entry with existing entries in the survey to determine if a survey was previously entered and completed from the same device. Such cookies we set are stored for a period of 2 years at the longest unless you manually delete them. Data in local storage are persistent. You can delete them manually.

2.1.2 Performance optimization of the Portals

We use performance cookies from Matomo -- a privacy-protective web analytics suite – on our Portals to better understand how people use them, which helps us continuously improving overall usability. Data, eventually including personal data, collected through Matomo is not shared with any external third parties. We do not store IP (Internet Protocol) addresses collected through Matomo in full. Data collected through Matomo includes date and time of the request to the Portal, the screen resolution being used, the user's local timezone, information regarding files that were downloaded, the location of the user: country, region, city, approximate latitude and longitude (IP address-based geolocation), the main language of the browser being used, type and version of the operating

system and browser being used and the internet-address of the page that was viewed prior to the respective Portal page visited (the so-called referrer URL).

Matomo cookies like _pk_ref, _pk_cvar, _pk_id, _pk_ses expire after two years unless you manually delete them.

More information on Matomo: https://Matomo.org

2.1.3 How we use Captchas

On the Portals and from time to time, at our discretion, also during Surveys, we use plug-ins of the service Google reCAPTCHA ("reCAPTCHA") during Surveys. reCAPTCHA is a service provided by Google LLC, 1600 Amphitheatre Parkway, Mountain View CA 94043, USA ("Google"). If you enter the Portal or a survey that includes a reCAPTCHA plug-in (which is indicated by the reCAPTCHA logo), Google may receive the information that you have visited our Portals or Surveys, including information that may qualify as personal data under European data protection laws. In addition, Google may receive information when you solve the CAPTCHA and use it for digitizing text, annotating images, or building machine learning datasets. We have no control over the data Google receives when you use the plug-in. The usage of reCAPTCHA is subject to the Google privacy policy (https://policies.google.com/privacy) and terms of service (https://policies.google.com/terms) which are also displayed within the reCAPTCHA and which you accept when using the plugin.

2.1.4 How we apply digital device fingerprinting during online surveys

We gather information from your device, such as operating system, browser, plug-in versions, and apply an algorithm to generate a unique digital fingerprint in the form of a string of characters. These fingerprints are saved in the survey database and interrogated with unique identifiers we store in cookies and local storage. The data points collected for the algorithm are not saved and the generated fingerprint cannot be parsed to get back to the original values.

2.1.5 Data we collect and store in log files on the Portal and during online surveys

We may collect and store the following types of information, including personal data:

- Internet Protocol (IP) address of your connected device and imprecise physical location (country, region, city) of your device, derived from the IP address,
- Type of connected device used and information regarding the type and version of its operating system,
- a digital device fingerprint (during online surveys),
- a participant's identification number (during online surveys): This is transferred to us when you click on the hyperlink to the online survey in the email invitation you received either from GfK or a partnering market research provider.

2.1.6 Conversion tracking when we source participants in market research projects online

We use the services of hasoffers.com by TUNE, Inc., based in Seattle, USA ("TUNE") to track the conversion of our own online advertising campaigns that we run to source participants in our market research activities, such as in online panels. We gather statistics about traffic coming through our links, such as ad banners, emails, social media posts, etc., such as from which countries and regions the traffic originates. Only in case you arrive on the landing-page of the Portal because you clicked a link in a GfK Panel advertisement, a cookie named enc_aff_session is set by hasoffers.com. The cookie stores and, while is set, relays to TUNE the following information, including personal data, which GfK has access to:

- The identifier of the specific link that you clicked, when you did so and eventually on which website
- The IP (Internet Protocol) address of your device (personal data), to the extent permissible pursuant to applicable data protection law, in accordance with TUNE's privacy policy available on http://www.hasoffers.com/privacy-policy/,
- imprecise geographic location derived from the IP address and/or WiFi network information

The cookie expires after 30 days, at the latest.

hasoffers.com will not serve you any targeted advertising in the future as a result of the abovementioned cookie being set on your device.

2.2 Use of cookies and similar technologies with your explicit consent given as a participant in GfK market research programs / panels

2.2.1 Sensic.net

We own the domain sensic.net that we use for cookie-based online advertisement effectiveness research and online media and audience measurement. The sensic.net cookie policy is available on https://www.sensic.net/. We use cookies from sensic.net on Portals and Surveys only with your prior consent given in the context of a specific market research activity, typically an online panel.

3 Changes to this Cookie Policy

We reserve the right, at our discretion, to modify our Cookie Policy and make changes to this Cookie Policy at any time. For this reason, we encourage you to refer to this Cookie Policy on an ongoing basis. This Cookie Policy is current as of the "last revised" date indicated above.