



Privacy Notice

Online Applications

Scope

Thank you for your interest in our online job advertisement. GfK SE and its affiliated companies ("GfK", "we", "us", "our") attach great importance to the protection of applicants' personal data. With the following privacy notice ("Privacy Notice ") we inform you about the processing of personal data during the application process at GfK. When we refer to "you", we mean any data subject who applies online for an open job position with us ("Applicant" "you", "your/s").

Please read the Privacy Notice carefully before submitting your data to us. For security reasons, we will send you a confirmation email after you have applied for a job with us online. Our **general privacy notice** is also applicable to you, please click here to view it: [GfK Privacy Notice](#). We also have a separate privacy notice for employees which we will provide to you once your application is successful or which you already have if you are a GfK employee.

If you are under 16 years old, please enclose written consent from your legal guardian with your application. Please note that otherwise GfK will not be able to consider your application and we will delete your personal data in accordance with legal requirements.

1 Who is the controller for processing your personal data?

GfK consists of the legal entities listed here, together forming the "[GfK Group](#)" together with the NIQ entities listed [here](#). Our electronic data processing system for carrying out recruitment processes is used globally within the GfK Group.

The controller within the meaning of the General Data Protection Regulation ("GDPR") for the processing operations in your application process is the GfK entity to which you address your application, ("GfK Entity").

2 Data Protection Officer

GfK has appointed data protection officers ("DPOs") as indicated in the [list of GfK affiliates](#). If you have any questions about this Privacy Notice or our data protection practices, please contact dpo@gfk.com or the DPO listed in the aforementioned list who is competent for your region.

3 For which purposes and on what legal basis do we process personal data?

As a rule, we will process your personal data for the purpose of making a decision on establishing an employment relationship with you. To the extent you have given us consent, we process personal data about you based on your consent which you can withdraw at any time with effect for the future.



If you have not given us consent, our legal basis is the necessity to establish a contractual employment relationship with you. In some jurisdictions, we have a legal obligation to process your personal data during the application process. Then, the legal basis is the necessity to comply with our legal obligation under the relevant local data protection law.

Furthermore, we may process personal data about you insofar for the purpose of defending or asserting legal claims against us arising from the application process. The legal basis for this is our legitimate interest in processing your personal data for this purpose. Our legitimate interest is, *inter alia*, fulfilling our burden of proof in an anti-discrimination proceeding under locally applicable laws.

4 What categories of personal data do we process?

We process personal data related to your application. This is general personal data (such as first name, surname, address and contact details such as telephone number and e-mail address), as well as if applicable personal data provided during individual assessment centers, including questionnaires or information about your professional qualifications and school education and further professional training or other information that you provide to us in connection with your application, for example in attachments. We also process job-related information that you have made publicly available, such as a profile on professional social media networks.

We look for Applicants who are the best fit for us, regardless of race, ethnic origin, gender, religion or belief, disability, age or sexual identity. Please refrain from sending us any such sensitive information from you, unless it is relevant for your application. Please also refrain from sending us confidential information or even trade secrets of your former or current employer.

5 What are the sources of personal data if we do not collect it from you?

In some cases, we do not collect personal data directly from you, but from other sources. For example, to the extent permitted by law, we process job-related information you have made publicly available on your profile on public career networks and, as well as in a few countries where and to the extent this is permitted, information from background checks.

6 What are the categories of recipients of data?

We transfer your personal data to companies **affiliated** with us, insofar as this is permissible within the framework of the purposes and legal bases set out in this Privacy Notice. The information you provide us with will be treated confidentially and will only be passed on within the GfK Group to those departments and employees who are involved in a specific application process (need-to-know-basis). The categories of **external** recipients are internet service providers and providers of applicant management systems and software, as well as headhunters, employment agencies and other recruitment service providers. Some recipients process your personal data on our behalf on the basis of data processing agreements. In these cases, we ensure that the processing of personal data is carried out in accordance with the provisions of applicable data protection laws. In other cases, personal



data is only passed on to recipients outside the company if legal provisions allow or require this, the transfer is necessary to fulfil legal obligations, or we have your consent.

7 Is the transfer to a third country intended?

Our electronic application portal is used globally within the GfK Group. The relevant GfK Group employees are partly located in Germany, another EU country or the rest of the world. Some third countries are certified by the European Commission as having a level of data protection comparable to the EEA standard through so-called adequacy decisions (a list of these countries and a copy of the adequacy decisions can be found here: https://ec.europa.eu/info/law/law-topic/data-protection/international-dimension-data-protection/adequacy-decisions_en). However, in other third countries to which personal data may be transferred, there may not be a consistently high level of data protection due to a lack of legal provisions. In particular in the US, there is a risk that government agencies may request to access personal data and that you may not be able to enforce your data subject rights against such practices. Where this is the case, we ensure that data protection is adequately ensured by concluding standard contractual clauses or by means of binding internal corporate rules of our business partners and supplementary measures if necessary (such as encryption where necessary and feasible, as well as making use of our legal remedies against governmental access requests).

Within the GfK Group, we have an intra-group data transfer agreement with the relevant transfer mechanisms (European Commission standard contractual clauses) to ensure the required level of protection for your personal data when transferred from the EU/EEA to countries outside the EU/EEA. We also follow a need-to-know-principle, meaning that only those GfK Entities and employees have access to your data which are involved in your application process. Should you have any further questions in this regard, please contact the data protection officer. You can contact dpo@gfk.com to obtain a copy of the safeguards.

8 How long will your data be stored?

We store your personal data for as long as is necessary to make a decision about your application. In case we dismiss your application, we continue to store personal data as long as this is necessary to defend ourselves against possible legal claims. Without your consent, we do not store your application data for longer than 6 months, unless a longer or a shorter period is permissible in your jurisdiction.

9 What rights do you have?

As an Applicant with us, you have the following data subject rights which you can exercise at any time by contacting us or our data protection officer using the contact details specified above:

a. Right of access

You have the right to obtain information about your personal data processed by us, as well as access to your personal data and/or copies of this data. This includes information about the processing

purposes, the category of personal data processed, its recipients and, if possible, retention periods or, if this is not possible, the criteria for determining retention periods.

b. Right of rectification

You have the right to obtain from us without undue delay the rectification of inaccurate personal data concerning you. Taking into account the purposes of the processing, you shall have the right to have incomplete personal data completed, including by means of providing a supplementary statement.

c. Right of objection

Insofar as the processing of personal data concerning you is carried out on the basis of our legitimate interest; you have the right to object to the processing of this data at any time for reasons arising from your particular situation. We will then no longer process this personal data unless we can demonstrate compelling legitimate grounds for the processing which override your interests, rights and freedoms, or the processing serves the assertion, exercise or defence of legal claims.

d. Right of withdrawal

If the processing is based on consent, you have the right to withdraw your consent at any time without affecting the lawfulness of the processing carried out on the basis of the consent until withdrawal.

e. Right to deletion

You have the right to request that we delete personal data relating to you without undue delay and we are obliged to delete personal data without undue delay if one of the following reasons applies:

- The personal data are no longer necessary for the purposes for which they were collected or otherwise processed
- They object to the processing in accordance with point 9.c above and there are no overriding legitimate grounds for the processing.
- The personal data have been processed unlawfully.
- The deletion of the personal data is necessary for compliance with a legal obligation under Union or Member State law to which we are subject.

This does not apply insofar as the processing is necessary:

- for compliance with a legal obligation which requires processing under Union or Member State law to which we are subject.
- for the assertion, exercise or defense of legal claims.

f. Right to restriction of processing

You have the right to request us to restrict processing if one of the following conditions is met:

- the accuracy of the personal data is contested by you for a period of time that enables us to verify the accuracy of the personal data,
- the processing is unlawful, and you refuse to erase the personal data and instead request the restriction of the use of the personal data;
- we no longer need the personal data for the purposes of processing, but you need it for the assertion, exercise or defense of legal claims, or

- you have objected to the processing in accordance with point 9.c above, as long as it has not yet been determined whether our legitimate grounds outweigh yours.
- Where processing has been restricted in accordance with this section, those personal data may be processed, apart from being stored, only with your consent or for the establishment, exercise or defense of legal claims or for the protection of the rights of another natural or legal person or for reasons of substantial public interest of the Union or of a Member State.

g. Right of appeal

You have the right to lodge a complaint with a supervisory authority, in particular in the Member State of your residence, place of work or the place of the alleged infringement, if you consider that the processing of personal data relating to you infringes applicable laws.

h. Right to data portability

At your request, we will transfer your personal data to you or a third party, where technically feasible, provided that the processing is based on your consent or necessary for the performance of a contract.

10 Necessity of providing personal data

The provision of personal data is neither legally nor contractually required, nor are you obliged to provide the personal data. However, the provision of personal data is necessary for the conclusion of an employment contract with us. This means that if you do not provide us with necessary personal data when applying for a job, we will not be able to evaluate your application.

11 No automated decision making

No automated decision within the meaning of Art. 22 GDPR or other legal provisions takes place, i.e. the decision on your application is not based exclusively on automated processing.

12 Cookies

The online application system saves a temporary file on your computer for the purpose of archiving information (a so-called "cookie"). Cookies are used to make it easier for you to navigate and work with the online application system. This is done, for example, by assigning an identification number (known as a session ID) which enables the server to assign successive browser requests to the same user. GfK only uses temporary cookies (i.e. cookies that are only stored on your computer for a limited period of time).

We use technically necessary cookies for the operation of our online application system on the basis of our legitimate interest in making our online application system available to you. Before implementing cookies, which are not technically necessary, GfK complies with the relevant national regulations and asks for your consent in accordance with the relevant national regulations. For more information on the use of cookies, please refer to our [Cookie Notice](#).



13 Changes to this Privacy Notice

We reserve the right to adapt this Privacy Notice to changed technical and legal requirements. You will find the latest version on our website.