

Privacy Statement Ipsos - UU

How we use your information

Last adapted: 18 March 2020

Ipsos B.V., hereafter “Ipsos”, is a market research agency that is registered in the Netherlands. In this privacy statement we will explain how we use personal information that we collect about you when you participate to qualitative research that is conducted through Ipsos. This privacy statement relates to the information that is collected during the research, and therefore not to gathering data through Ipsos AppLife. Please check the user conditions and the privacy policy of Ipsos AppLife through the following link: <http://site.ipsos-nederland.nl/terms/applife>.

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About Ipsos

Ipsos is a specialist research agency established in the Netherlands and part of the Ipsos worldwide group of research companies. Ipsos abides by the regulations and guidelines of the professional code of conduct for all the registered market research agencies (ICC/ESOMAR International Code for Market, Opinion and Social Research and Data Analytics) as well as the current local legal provisions, especially in connection with the data of respondents.

You can find more information about Ipsos on our website [here](#).

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What information will Ipsos collect about you?

If you do take part in this research, Ipsos will collect the information you provide while you participate.

If you contact Ipsos for any reason regarding this research, Ipsos will also use any contact information you may provide to respond to your request.

We collect the data that you provide by email, the information you provide in recruitment surveys and the information you provide during the research. We do so following your consent, which you may withdraw at any time. These may concern personal data, e.g. your name, town of residence, gender, age, profession and sometimes also your email address. Further, this may concern information that you provide about your opinion or behaviour in connection with specific products, services, brands or businesses. For example, your purchase behaviour regarding a specific product in your supermarket, your opinion about an advertising or commercial, or how you experience a particular product or service.

If you contact Ipsos about this research for whatever reason, Ipsos will also use the contact data you may provide in order to comply with your request.

How will Ipsos use the information you provide?

Your responses to this research will be used solely for research analysis purposes only. The results of this research will at times be anonymous, statistical information only, and other times might require Ipsos to provide personal data to our client, which would only occur after you have given your consent to Ipsos authorizing us to provide your personal data to the specific client. We can assure you that you will NOT be identifiable in any published results and our clients must maintain strict data security regarding any information that is shared. If you contact Ipsos for any reason regarding this research, your contact details will be used solely for the purpose of responding to your request.

All the data that you provide is saved separately from the personal data that is used to invite you to participate to this research. Your participation to this research and your individual responses to the questions will be treated with the strictest confidence by Ipsos.

Your responses to this research will be used solely for research analysis purposes only.

We use the information that is provided to:

- Send you invites to participate in the research or for use to contact you for this by telephone.
- Add personal data that you provided to the research to the information that our client provided to us. For example, for analysis of the research.
- Respond to any questions or requests you may have.
- Allow us to report the results of the research to our clients; however, we always do this on an aggregate level, so that the information from you as a person won't be identifiable for our client.
- Provide you access to our app.
- Pay any fees for participation to market research studies.
- Comply with legal regulations and legislation that we must comply with in case of any disputes.

We will NOT use your information for any other purposes than the current research.

We can assure you that any information you provide, in whatever form, will exclusively be used for the analysis of the research. The report on this research will exclusively consist of anonymous information. We can assure you that you will NOT feature in an identifiable way in the published results, unless we have requested your consent for this and you have given your consent to share your personal data with our client or in publications. If you contact Ipsos about this research for a different reason, your contact information will exclusively be used to respond to your questions and/or comments.

Who will have access to your information?

Access to your data is only provided to those employees or subcontractors of Ipsos who are involved with this research and for whom access to your data is therefore required.

They can be employees:

- From other subsidiaries/offices within the Ipsos Group that are involved with this research. The other subsidiaries/offices may be established in other countries, possibly also outside the European Economic Area. Ipsos has put the relevant safeguards in place to ensure that the transfer of your data is secure. You can obtain information about this at our DPO.

- Or our subcontractors, who perform certain tasks of the processing on behalf of Ipsos, including the service providers who host our systems or offer relevant technical support.

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Will this survey collect information from children?

For some research, it is relevant for Ipsos to invite children for participation to the research. For research involving children, we will always seek consent from a parent, legal guardian or other person legally responsible for the child before inviting them to take part in the research on the platform.

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How long will Ipsos keep the information you provide?

Ipsos will keep your data in a database, until 6 months after the research at a maximum after completion of the research based on the personal information in this database. After that, the database with personal data will be securely deleted.

Other documentation, like unprocessed research results, correspondence and the final report, in which personal data may have been included, are archived 1 year or 3 years after completion of the project – depending on the type of research: ad hoc or continuous market research. After being held in the archive also this other documentation will be deleted.

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How does Ipsos ensure your personal data is held securely?

We take very seriously our responsibilities to keep your personal data secure. As such, we take every reasonable precaution to ensure your information is protected from loss, theft or misuse. These precautions include appropriate physical security of our offices, controlled access to computer systems, and use of secure, encrypted internet connections when collecting personal data.

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Who to contact if you have any questions about this privacy policy?

If you have any questions or require further information on this privacy policy, Ipsos' compliance with data protection laws or information we may hold about you, please contact our Compliance Department (Data Protection Officer).

They can be contacted by email sent to DPO.Netherlands@ipsos.com

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How can you get access to your information and/or correct it?

You have the right to request a copy of all the information we hold about you. You also have the right to request the correction of any personal data we hold about you. Furthermore, you have the right for all the information you have provided to us, to be transferred to another party. In various circumstances, you also have the right to request from us the deletion or erasure of the personal information we hold about you. For further details, please contact our Compliance Department.

If you have any complaints, we will appreciate if you give us an opportunity to resolve any issue first, by contacting us as set out above. You are, however, always entitled to contact our regulatory body in the Netherlands, the 'Autoriteit Persoonsgegevens'.

Contact Details Ipsos

Ipsos is a specialized market research company which is established in Amsterdam and is part of the worldwide group of Ipsos market research companies. Ipsos' registered office is at: Amstelveenseweg 760, 1081JK, Amsterdam, the Netherlands.

If you have any questions or remarks regarding the processing of your personal data by Ipsos in the context of qualitative survey, please send an e-mail to: DPO.Netherlands@Ipsos.com.

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