

# Information Use Policy of Ipsos

---

## Dear clients,

If you're planning to involve results of ad-hoc projects or syndicated surveys in public release – company website, promotional material, media, opinion pieces or social media, or use it as evidence base in trials or antimonopoly procedures – we kindly ask you to read the document

---

The modalities for Ipsos data publishing and usage for evidence base shall be regulated by **Ipsos Public Release Policy (IPRP)**.

Our reputation for accurate and objective research is key to the success of Ipsos globally and has made us a leader in the market research industry. The purpose of the Ipsos Public Release Policy (IPRP) is to protect this most important asset. From time-to-time our clients order research that is released to the media, to stakeholders such as governments, or used in client advertising and promotional materials. Because our name is associated with these results, and our clients use our reputation to validate their claims, Ipsos regards this process as a partnership, not solely client-driven, and one which must be managed very carefully as we have an obligation to ensure that the results are depicted accurately.

**Please read main IPRP principles at the start of any research assignment that could involve:**

- 1. Citation of Ipsos data in communication materials**
- 2. Usage of research results for evidence base in trials of antimonopoly procedures**

# 1 Citation of Ipsos data in communication materials

---

Please note that any quotation of research results with the reference to Ipsos and affiliates in advertising message or public release shall be signed off by Country Manager of Ipsos in Russia.

---

## Correct Citation

Based on your appeals we prepare an official document which allows to involve adjusted materials with main research results in advertising message, press-releases or whitepapers. We also try to present all the results and data in appropriate way without misinforming.

## Correct Data Interpretation

You may individually interpret research results of ad-hoc conducted by Ipsos and spread an advertisement message for brand promotion. In this case the brand shall take full responsibility and the brand shall not refer to Ipsos when publishing it.

## Questionnaires Approval

Citations of data in advertisement messages and other materials for media shall be set out according to the real questionnaire. That is why we pay special attention to the content of the questionnaire if it is necessary to involve data in public releases. In this case questionnaires shall be approved by Country Manager of Ipsos in Russia before starting the fieldwork.

## Quotation in Advertisement

When publishing any advertising message approved by Ipsos we ask you to follow all the rules and restrictions which are mentioned in the written permit (including identification of key messages, explanatory footnotes, sources of information, geographic spread and period of validity of the authorization).

## Parity of Interests

In order to avoid conflicts of interest with other clients we reserve the right to change the interpretation of messages so as not to mention competing brands or trade marks.

## Results Citation

Use of syndicated research results in media, as well as transfer of these results to third parties for publication is not allowed without written consent of Ipsos, regardless of the reference to Ipsos brand.

## Accuracy of Particulars

Please make sure that you use approved version of interpretation of research results citation in press-releases with the reference to Ipsos with indication of key parameters research:

- who ordered the survey
- field dates
- method of collecting data
- sampling
- wording of questions
- any factors that might affect respondent answers
- bases

Please note that it is always necessary to mention name of syndicated research when publishing data.

## 2 Usage of research results for evidence base in trials of antimonopoly procedures

We pay special attention to research that our client plans to use as evidence base in legal or official proceedings. This is because court and the Federal Antimonopoly Service have special requirements regarding the representativeness of the sampling, methodology, order of documentation maintenance, etc. That's why such projects are only allowed on the basis of the following requirements.

### Proactive Informing

If you inform us about using research data in court procedures afterwards, we reserve the right to refuse providing assertion letters and documentation for the court.

### Neutrality

In order to avoid conflicts of interest with other clients we reserve the right to withdraw from the project in if research results will be used against our other client. In any such cases we try to stay neutral.

We kindly ask you to carry out all approvals, associated with the use of our data via your personal research project manager.