

## **IPSOS POLICIY FOR PERSONAL DATA PROTECTION**

Ipsos Arařtırma Ve Danıřmanlık Hizmetleri Anonim Őirketi (Ipsos Turkey), renders research and consultation services in the fields of marketing research, media and advertising research, public opinion and social research, customer and employee relations management and therefore it is of utmost importance to ensure confidentiality, privacy, security and protection of entrusted personal data and to comply with all relevant legislative provisions, including the Personal Data Protection Law No: 6698 as well as sectoral standards and in respect of the research work the ICC/ESOMAR Code on Market, Opinion and Social Research and Data Analytics.

This policy intends to inform individuals with respect to personal data practices of Ipsos Turkey and it applies to all kinds of personal data obtained from any source.

Please keep in mind that Ipsos Turkey may also act as solely a data processor depending of the type and nature of research project. In these cases; clients procuring research services are actual data controllers.

This Ipsos Policy for Personal Data Protection can be updated from time to time if needed.

### **PERSONAL DATA COLLECTION METHODS**

IPSOS Turkey, obtains your personal data as the Data Controller for lawful, specific and legitimate purposes and on a voluntary basis directly from you (*for example when you entrust personal data in order to participate in one of our surveys or to procure services from us as a customer, or to provide us with outsource services such as survey agents, moderation, transcription, translation etc.*) or from lawful sources such as official records open to public or publicly available information sources via automatic (*electronic and digital media such as e-mail, internet, web-based platforms, data transmission channels*) or non-automatic (*physical printed forms, official documents, reports, files and folders*) means and in each case to the extent permitted by applicable law and by obtaining your prior explicit consent when requisite. Furthermore, Ipsos Turkey may obtain your personal data from companies that procure research participants; provided that agreements are in place and on the condition that these providers fulfill the obligation to inform data subjects before sharing any personal data with Ipsos Turkey and to obtain explicit consent when required by applicable law. Therefore, in such cases, your personal data are obtained relying on your previous consent given to the

institutions with whom you voluntarily shared your information because you want to become a participant in surveys.

In any case, personal data of research participants, are obtained by un-automatic ways such as notes taken during face-to-face interviews, filling out printed forms or automatic ways such as answering questionnaires via web-based, online applications, entering face-to-face responses on tablets used by the survey agents, audio and video recordings, telephone interviews etc.

IPSOS Turkey, also obtains your personal data as the data processor from clients commissioning our services for purpose of contacting you to participate in our surveys contacting purposes. Ipsos Turkey ensures that agreements are in place requiring that such clients fulfill the obligation to inform data subjects before sharing any personal data with Ipsos Turkey and to obtain explicit consent when required by applicable law. Your personal data are obtained relying on your previous consent given to such client from which you purchased services / products.

#### **PURPOSES OF PERSONAL DATA PROCESSING and LEGAL GROUNDS**

We process personal data that is entrusted to us by research participants, research owner clients, business partners, suppliers and other relevant persons and institutions on voluntary basis or that derives from research activities or that has previously become publicly available; for purposes such as contacting you, carrying out planning, research, analysis and statistical activities, providing the most accurate service to our clients and to communicate with the relevant persons and on the legal grounds such as conclusion and execution of relevant contracts, fulfillment of our legal obligations, establishment, exercise and protection of our rights and when needed for legitimate interests in commercial and business purposes such as security, following up trade and business relations, payment, complaint management, controlling and ensuring service quality, reporting, resource management etc.

Your personal data are used only for a period that is necessary and sufficient for the realization of the above stated needs and purposes and for the periods permitted and / or stipulated by the relevant legislation and they are deleted, destroyed or anonymized upon the expiry of these periods.

#### **THIRD PARTIES TO WHOM PERSONAL DATA CAN BE TRANSFERRED**

We may share your personal data with the following groups of persons, limited to the above-mentioned purposes and to the extent that it is necessary and relevant and in each case to the extent permitted by applicable law and by obtaining your prior explicit consent when requisite:

- Clients of Ipsos Turkey (research owners)
- Business partners (sub-contractors carrying out field and operation services)
- Suppliers (interviewer, moderators, translators, transcription providers) and legal and financial consultants
- Affiliates and group companies of Ipsos within or outside of Turkey
- Legally authorized institutions and organizations
- Other third parties for which we obtain your explicit consent

We take all necessary measures to ensure that all suppliers, business partners, affiliates and other third parties to whom the personal data are transferred, prevent unauthorized access to personal data, ensure their security and comply with applicable law as well as this Policy.

We do not share your personal data with third parties for direct marketing and advertising purposes without your explicit consent.

We would like to remind you that when entrusting personal data of third parties to us, we expect you to show sufficient care and diligence in informing the relevant persons, obtaining their explicit consent when necessary, and acting in accordance with the relevant legislation.

## **ACCESS RIGHTS REGARDING YOUR PERSONAL DATA**

Pursuant to Personal Data Protection Law No. 6698, you can learn whether your personal data are being processed and if so, you can request information about it. In this regard;

- You can learn whether your personal data are used appropriately for the purpose of processing,
- You are entitled to know third parties to whom your personal data can be transferred in or outside of Turkey,
- You can demand correction of your incomplete or incorrectly processed personal data, deletion or destruction or anonymization of your personal data in cases where the purposes of processing no longer exist. You can also request any such correction,

destruction and deletion to be notified to third parties to whom said personal data has been transferred. We would like to remind you that we trust you to ensure that personal data you provide to us is accurate and up-to-date, and that we expect the same care and diligence from those who entrust their personal data to us to ensure accuracy and actuality thereof.

- Your right to object to a result against you by an analysis of processed data made exclusively through automated systems, and your right to demand compensation in the event of damage due to unlawful processing of personal data are protected by law.

To use your above stated rights please click [here](#).

If you want to get more detailed information about this Policy, you can contact us via [DPO.Turkey@Ipsos.com](mailto:DPO.Turkey@Ipsos.com)