



Privacy Notice for Business Partners/Interested Parties/ Data Subjects

Information for customers, interested parties, service providers or data subjects and other data subjects, according to Art. 13 and 14 GDPR.

Dear business partners/interested parties,

The protection of your personal data is of great importance to us. In this notice, we will explain how your personal data will be processed in accordance with the EU General Data Protection Regulation (GDPR) and inform you of your rights in this respect.

"Us/Our/We" in the text below refers to the following German companies of the Ipsos Group:

- Ipsos GmbH
- trend.test Gesellschaft für telefonische Datenerhebung mbH

The exact scope of the data processing depends on the requested or agreed services.

If you have any questions, please do not hesitate to contact us.

1. RESPONSIBLE DATA CONTROLLER UNDER GDPR

Ipsos GmbH, Amerigo-Vespucci-Platz 1, 20457 Hamburg, Germany

trend.test Gesellschaft für telefonische Datenerhebung mbH, Kolonnenstraße 26, 10829 Berlin, Germany

Their data protection officer can be contacted at dpo.germany@ipsos.com.

2. PURPOSES OF THE DATA PROCESSING AND LEGAL BASIS

The processing of your personal data is primarily carried out for the performance of contracts, for the implementation of pre-contractual measures or for the initiation of a business relationship.

In case the processing of your personal data is necessary for the performance of the contract or in the context of the execution of pre-contractual measures, this is done according to Art. 6 para. 1 lit. b GDPR.

If we have received your declaration of consent for the processing of your personal data for specific purposes, the data processing is based on Art. 6 para. 1 lit. a GDPR. You can revoke your consent at any time without giving reasons.

If necessary, for the fulfillment of legal obligations, we also process your data in accordance with Art. 6 para. 1 lit. c GDPR.

Processing of your data for the protection of our legitimate interest or the legitimate interests of third parties is carried out in accordance with Art. 6 (1) lit. f GDPR.

3. CATEGORIES OF PERSONAL DATA – AND LEGAL BASIS

In principle, we process personal data that we have received from you in the context of our business relationship.

However, in individual cases we may process personal data from you which we have received from an employee of your company or one of your business partners for the purpose of the performance of a contract or implementation of pre-contractual measures, which we have acquired from an address broker or which we have permissibly obtained from publicly accessible sources (e.g. commercial register, Internet).

We distinguish between the following categories of data:

- Personal data, such as title, academic degree, title, name, profession, position, interests, survey data – *Legal basis is your consent and/or the fulfillment of the contract concluded with you and/or the implementation of pre-contractual measures based on your request and/or our legitimate interest*
- Contact data, such as e-mail address, telephone number, postal address – *Legal basis is your consent and/or the fulfillment of the contract concluded with you and/or the implementation of pre-contractual measures based on your request and/or our legitimate interest*
- Financial and order data, e.g. sales data, bank details, tax number – *Legal basis is your consent and/or the fulfillment of the contract concluded with you and/or the implementation of pre-contractual measures based on your request and/or our legal obligation and/or our legitimate interest*
- Technical data, e.g. IP address – *Legal basis is our legitimate interest*
- Documentation data, e.g. extract from the commercial register – *Legal basis is our legal obligation*
- Marketing and communication data, such as preferences for receiving marketing information and communication preferences – *Legal basis is your consent and/or our legitimate interest*
- Data related to the establishment of the contract or pre-contractual measures – *Legal basis is your consent and/or the fulfillment of the contract concluded with you and/or the implementation of pre-contractual measures based on your request and/or our legitimate interest*
- Image/audio/video recordings – *Legal basis is your consent and/or the fulfillment of the contract concluded with you and/or the implementation of pre-contractual measures based on your request and/or our legitimate interest*
- Further data related to contract performance – *Legal basis is your consent and/or the fulfillment of the contract concluded with you and/or our legitimate interest*
- Further data related to your request – *Legal basis is your consent and/or our legitimate interest*

4. ORIGIN OF THE DATA

If we have obtained your data from a third party or publicly accessible sources, this was done within the framework of the data protection provisions and exclusively on the basis of a legal basis under GDPR (usually on the basis of your consent or our legitimate interest).

5. RECIPIENTS OF THE DATA

Your personal data will only be passed on to affiliated companies within the Ipsos Group if this is necessary and permissible for the fulfillment of contractual and legal obligations or for the implementation of our legitimate interest for the fulfillment of the purpose. For this purpose, there are contracts in place between all companies of the Ipsos Group that deal with the lawful handling of personal data in compliance with appropriate technical and organizational measures to protect your data.

Any processing of your personal data by service providers commissioned by us is carried out on the basis of data processing contracts pursuant to Art. 28 GDPR and in compliance with the provisions of the GDPR. The categories of recipients include, for example, providers of internet and telecommunication services, customer management systems and system maintenance services.

In addition, data may be transferred to recipients outside our company, unless there are legal provisions to the contrary, if the transfer is necessary for the performance of an existing contract or for the implementation of pre-contractual measures, or if we have your consent. The categories of recipients may include:

- Public bodies and institutions if there is a legal obligation,
- Transport service providers for the fulfillment of a contractual service,
- Recipients for whom we have your consent to transfer data.

Furthermore, we inform you that when using our social media channels, your personal data may be processed by the provider of the respective social media platform. For information about the processing of your personal data by the platform provider, please see the provider's privacy notice.

6. DATA TRANSFER TO A THIRD COUNTRY

Personal data will only be transferred to countries outside the EEA (European Economic Area) or to an international organization if this is necessary for the performance of the contract, the implementation of pre-contractual measures or the protection of our legitimate interest, if we have your consent or if we are required to do so by law.

If personal data is transferred to other Ipsos companies or service providers commissioned by us, we have ensured compliance with legal requirements by concluding the standard contractual clauses issued by the European Commission, unless the recipient third country is subject to an adequacy decision by the European Commission.

7. DURATION OF DATA RETENTION

Provided that there are no legal retention periods to the contrary, your data will be deleted at the earliest possible time after the purpose of the data processing has been fulfilled.

8. YOUR RIGHTS

Right to withdraw consent (Article 7 paragraph 3 GDPR): You have the right to withdraw your consent towards us at any time, with effect for the future.

Right of access by the data subject (Art. 15 GDPR): You may at any time request information about the data stored about you, including in particular the processing purposes, the categories of personal data, the categories of recipients to whom your data has been or

will be disclosed, the planned storage period, the existence of a right to rectification, deletion, restriction of processing or objection, the existence of a right to complain, the origin of your data, provided the data has not been collected by us, and the existence of automated decision-making including profiling; you may also request meaningful information on any of the details.

Right to rectification (Art. 16 GDPR): You have the right to immediately request the completion or rectification of the personal data we have stored about you.

Right to erasure (Art. 17 GDPR): You may at any time request the deletion of your personal data stored by us, if

- the data is no longer necessary for the purpose it was collected or processed for,
- you exercise your right of objection,
- the processing is based on your consent, you have withdrawn it and there is no other legal basis for the processing,
- the personal data has been processed in an unlawful manner.

The right to deletion does not exist if the processing of data is necessary to exercise the right to freedom of expression and information, to fulfil a legal obligation, on grounds of public interest or asserting, exercising or defending legal claims.

Right to restriction of Processing (Art. 18 GDPR): If you dispute the accuracy of the data, if the processing is unlawful but you do not agree with a deletion or if we no longer need the data, but if you need it for asserting, exercising or defending legal claims or if you have filed an objection to the processing in accordance with Art. 21 GDPR, you have the right to demand the restriction of the processing.

Right to data portability (Art. 20 GDPR): Upon request, we will provide you with your personal data that we legally process in a structured, current and machine-readable format or transmit it to another person responsible. This is done under the condition that the processing of your personal data takes place by means of automatic procedures and is based on your consent or is necessary for the fulfilment of a contract.

Right to object (Art. 21 GDPR): If the processing of your personal data is based on legitimate interests, you have the right to object to the processing for reasons arising from your particular situation. Processing will be stopped unless we can provide evidence of compelling reasons for processing that outweigh your interests, rights and freedoms. An exception also applies if the data is used to assert, exercise or defend legal claims.

Right to lodge a complaint (Art. 77 GDPR): You have the right to lodge a complaint with a supervisory authority. Usually you can contact the supervisory authority of your usual place of residence or the one responsible for our head office or its representative in the EU.

9. AUTOMATED DECISION-MAKING

Automated decision-making accordance to Art. 22 GDPR does not take place. Should we use automated decision-making in individual cases, we will inform you in advance or ask for your permission.

10. CHANGES TO THE PRIVACY NOTICE

We reserve the right to change or adapt this privacy notice at any time in compliance with the applicable data protection regulations. This privacy notice was last updated on July 23, 2026.