

Survey Privacy Notice

Effective Date: May 25, 2018

This Survey Privacy Notice applies to the processing of Personal Data in connection with the surveys deployed by MarketCast LLC and MarketCast UK Ltd. (“**MarketCast**”, “**we**”, “**us**”, or “**our**”).

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1. [Collection, Use, and Transfer of Personal Data](#)

When we use the term “**Personal Data**,” we mean information that relates to an identified or identifiable individual person. We collect several categories of Personal Data through our surveys, either when you provide it or when we collect it automatically from your device. We use and share this Personal Data for the purposes described below.

Your Personal Data may be transferred to, stored, and processed in a country other than the one in which it was collected. We may transfer your Personal Data outside the European Economic Area (“**EEA**”) using Standard Contractual Clauses, which provide safeguards for personal data exported from the EEA. You can request a copy of our Standard Contractual Clauses by contacting us as set forth in the **Contact Us** section below.

(a) Information You Provide

We collect any Personal Data you provide in your survey responses, including:

- Age and gender;
- Birth year;
- Area of employment;
- Country of residence;
- Number, age, and gender of children living in your household;
- Household income; and
- Education level.

We use this information to evaluate your responses, prepare analysis and findings, and to report back to the survey sponsors the details of the survey results.

(b) Information Collected Automatically

We automatically collect additional data when you take a survey, including:

- Log files, including IP addresses, browser type, internet service provider, referring/exit pages, operating system, date/time stamp, and/or clickstream data;
- Device information;
- Data collected through cookies, analytics, and related technologies; and
- Location information including latitude, longitude, date, and time.

We collect this information for market research purposes, to maintain the security of our services, to detect fraud, and to protect our rights.

(c) Information Collected From Third Parties

In some cases, we receive Personal Data from third parties that we contract with to help us administer the surveys. This includes your IP address, device ID, and location derived from your IP address. We use this information to evaluate your responses, prepare analysis and findings, and to report back to the survey sponsors the details of the survey results.

2. Sharing of Personal Data

Your Personal Data may be accessed by and shared with:

- Our MarketCast research teams in the United Kingdom and the United States;
- Affiliated legal entities within our family of companies for purposes and uses that are consistent with this Survey Privacy Notice;
- Third-party service providers who complete transactions or perform services on our behalf, such as for coding, analytics, data storage, and project management;
- The survey sponsor on whose behalf we are conducting the research; and
- Third parties that have been damaged, harmed, or otherwise aggrieved by your breach of any non-disclosure agreement with MarketCast, as authorized by and in compliance with applicable laws.

We may share your Personal Data to comply with the law, to protect safety, to enforce our legal rights, and in connection with a corporate transaction affecting the sale, reorganization, or transfer of some or all of our assets or company.

3. Additional Uses of Personal Data

In addition to the uses described above, we may use your Personal Data for the following purposes, which uses may under certain circumstances be based on your consent, may be necessary to fulfill our contractual commitments to you, and are necessary to serve our legitimate business interests:

- Operating our business, administering the surveys, and conducting market research;
- Contacting you to respond to your requests or inquiries;
- Preventing, investigating, or providing notice of fraud, unlawful or criminal activity, or unauthorized access to or use of Personal Data, our website, or data systems or to meet legal obligations; and
- Enforcing our Terms of Use and other agreements.

4. Legitimate Interests

We rely on several legitimate interests in using and sharing your Personal Data. These interests include:

- performing market research and to meet our contractual obligations;
- improving and customizing the surveys for our clients;
- understanding how the surveys are being used;
- obtaining insights into usage patterns of the surveys and respondents;
- exploring ways to grow, administer, develop, and market our business;
- ensuring the safety, security, and legal compliance of our business and the surveys; and
- enhancing protection against fraud, spam, harassment, intellectual property infringement, crime, and security risks.

5. Children's Privacy

It is our general practice not to direct surveys to children under the age of majority in the countries in which our surveys are deployed.

In some cases, our surveys may ask questions like whether you have children and the ages of those children. We may then ask you to have your child respond to certain additional questions before you finish taking the survey. Participating in the surveys, and allowing your child to answer questions, is completely voluntary, and we handle all Personal Data collected consistent with this Survey Privacy Notice.

If you learn that a child has completed a survey without parental permission, please contact us as set forth in the **Contact Us** section below, and we will take steps to promptly delete that information.

6. Data Retention

We will retain your Personal Data only for as long as is necessary for the purposes set out above, unless a longer period is required or permitted under applicable law or is needed to resolve disputes or to protect our legal rights. Under certain circumstances, you have the right to have certain of your Personal Data erased (see **Rights of Individuals in the EEA** below). We will securely delete your Personal Data after it is no longer needed for those purposes it was collected.

Participating in this survey is voluntary. If you do not agree with the terms and conditions laid out above, you may choose not to proceed with the survey. If you choose to participate, you can withdraw your consent at any time.

7. Rights of Individuals in the EEA

If you are located in the EEA, then upon request, we will provide you with information about whether we hold any of your Personal Data, along with any details required to be provided to you under applicable law. In certain cases, you may also have a right to:

- Rectify any of your Personal Data that is inaccurate;
- Restrict or limit the ways in which we use your Personal Data;
- Object to the processing of your Personal Data;
- Request the deletion of your Personal Data; and
- Obtain a copy of your Personal Data in an easily accessible format.

To submit a request, please contact us as set forth in the **Contact Us** section below. We will respond to your request within a reasonable timeframe.

You also have the right to withdraw your consent to our processing of your Personal Data, to the extent we rely on consent as our legal basis for processing that data, subject to certain exceptions. You can do this by contacting us as set forth in the **Contact Us** section below and requesting that your Personal Data be deleted.

Please note that, in certain cases, we may continue to process your Personal Data after you have withdrawn consent and requested that we delete your Personal Data if we have a legal basis to do so. For example, we may retain certain information if we need to do so to comply with an independent legal obligation.

You have the right to lodge a complaint with your national data protection authority (i.e., supervisory authority, http://ec.europa.eu/justice/data-protection/article-29/structure/data-protection-authorities/index_en.htm).

8. Contact Us

If you have questions about your rights as a survey participant, or other concerns about the survey, you may contact MarketCast at surveyprivacy@mcastgroup.com.