

Verian Public Voice - Privacy Policy January 2024

1. Introduction

This Privacy Policy sets out the commitment of Verian Group Limited ("Verian") as the data controller, 4 Millbank, Westminster, London, SW1P, UK (Company number 13663077), to the privacy of the participants ("Participants") in the Public Voice ("Public Voice") study and governs their rights regarding privacy and data protection.

Taking part in our surveys and research activities is entirely voluntary. By agreeing to take part in future Public Voice surveys and accepting these terms, you confirm that you have read and understood the terms of this Privacy Policy. We ask you to read this Privacy Policy carefully.

For the purpose of this Privacy Policy, "personal data" means any information which relates to an identifiable living individual.

2. Lawful Collection and Use of Data

This Policy explains how we collect, store and use the personal information you provide when taking part in social research surveys as part of the Verian Public Voice study.

When we conduct research, our invitations and questionnaires clearly identify us and explain the purpose(s) of our contact and if applicable, the purpose for our collecting your personal data. We typically collect survey and personal data for research and statistical purposes.

Public Voice may collect information in several ways, such as from our site, our mobile application and other Participant activities such as social media, apps and surveys. These sources of information may not all be used and available at the same time. Examples of these activities are explained below and include:

Initial Stage: we contact you by post, to invite you to take part in an initial Public Voice survey. Some personal data is gathered when you take part in this initial survey, such as your name, email address and telephone number. If you have given us permission to do so, we will contact you to invite you to take part in further Public Voice research.

Further Public Voice Research: when you participate in our research, we may ask you for a range of information, including, for example, your personal opinions, and demographic information, such as your age and household composition. You may decline to answer any questions or withdraw from participation in a study at any time. When personal data is collected it will always be with your consent.

Account Preferences: you may decide to share your mobile number or your social network ID/account with us or you may provide other personal data when setting up your account or at a later stage.

In summary (we've provided more details below), the main purposes for which we use your personal data are to:

- Contact you for surveys via email, through mobile notifications or texts or any other proposed communication options
- Inform you of updates to the Public Voice study services, new features and details relevant to you through Public Voice communications
- Select you for future surveys
- Include you in our prize draws
- Help you when you contact our support team
- Allow us to reward you with the promised incentives
- Protect Verian from fraudulent behaviour

- Prevent multiple entries in surveys by the same individuals (in line with our Terms and Conditions)
- Update, enrich and clean our Participants' data to improve our usage of data, allowing us to better select you for surveys

We have set out below more detailed information about how we use your personal data. We are also required by law to explain the legal basis for processing your personal data. These legal bases are listed below and could be different for each use case:

- we have your consent for the use of your personal data
- we need to use your personal data in order to perform a contract with you
- we need to process your data to comply with a legal obligation
- we need to process your data in order to protect your vital interests or someone else
- the processing is necessary to perform a task in the public interest or
- the use of your personal data is necessary for our (or our clients') legitimate interests (in which case we will explain what those interests are).

We will never misrepresent ourselves or what we are doing. If you receive an email that concerns you, purporting to be from us, please let us know as shown below in *"How to Contact Us"*.

Case	Purpose	Data collected/processed	Legal basis
Social Research	To understand your views about certain social issues and topics or services or to understand your behaviour in different situations	Identifier, contact details, email address, voice, image, opinion.	We will seek your consent in using your details to provide you with relevant information. Further information will be provided in the privacy statement provided prior to you submitting your data. You can withdraw your consent or opt out of communications from Verian at any time.
Fraud Protection	Protection of our business interests against fraudulent behaviour or behaviour not in line with our Terms and Conditions	IP address, browser specifications, device specifications, postal addresses, email addresses,	Legitimate interests – we have a legitimate interest in protecting our business against fraud or other prohibited behaviour.
Survey Participation Uniqueness	Prevention of multiple entries in surveys by the same individuals in line with our Terms and Conditions	IP address, browser specifications, device specifications	Legitimate interests – we have a legitimate interest in preventing multiple entries by the same individual, in contravention of our Terms and Conditions
Tracking of	When you participate in our	Persistent unique project-	We will seek your

the Answers of Recurring Respondents	surveys, we typically use a persistent ID. This means that your survey responses will always be connected to the data we hold on file about you. This helps us to understand how your opinion evolves over time. Your survey responses will be considered as personal data and you will have the right to access them.	specific identifier	consent.
Data Matching and Enrichment	<p>We may enrich the data we hold on file about you by matching your personal data with third parties.</p> <p>We utilize matching services (i.e. third parties who are specialized in data management) to acquire additional information about you from public and private data sources (such as government records, social networks, retailers and content subscription services with whom you have an account) or to use your personal data as an aid to develop additional or new types of anonymous data sets (i.e. we compile your aggregate data with data from other consumers to create a new lifestyle segment). The matching service (our partner) holds the personal data we share for a short time, uses it to assemble the additional information, and then return the combined information to us. Partners are contractually bound to delete the data we share with them or and are not authorised to use it in any way other than for this specific purpose.</p>	Persistent unique identifier, contact details, email address, social login, cookie, mobile device ID,	We will seek your consent.

Our third-party partners are all contractually bound to keep any information they collect and disclose to us, or that we collect and disclose to them, confidential and must protect it with security standards and practices that are equivalent to our own.

3. Where We Store Your Personal Data

For personal data which is subject to the GDPR and transferred to a country or territory outside the European Economic Area (EEA), we shall put adequate safeguards in place to ensure the transfer is made by a lawful method for the purposes of EU data protection law and secure. For data which is not subject to the GDPR, Verian shall strictly follow any other applicable data protection laws.

Verian's data storage servers are located in Europe and in the United States of America (USA) and are managed by third party service providers in the cloud.

We take appropriate technological and organisational measures to protect your personal data, both during transmission and once we receive it. Our security procedures are consistent with generally accepted standards used to protect personal data.

All our employees are contractually obliged to follow our policies and procedures regarding confidentiality, security and privacy.

Once you have taken part in the initial survey you will be invited to setup an account where you will be able to access further surveys and research activities, update your contact details, as well as incentives for taking part. Your account information and personal data are password-protected so that you and only you have access to your information. In order to keep your personal data safe, we recommend that you do not divulge your password to anyone. Verian will never ask you for your password in an unsolicited phone call or in an unsolicited email. Also, please remember to sign out of your Public Voice account and close your browser window when you have finished visiting our site. This is to ensure that others cannot access your personal data and correspondence if you share a computer with someone else or are using a computer in a public place like a library or Internet cafe. Please change your password regularly.

4. Confidentiality and Industry Requirements

Whenever Verian handles personal data as described above, regardless of where this occurs, Verian takes steps to ensure that your information is treated securely and in accordance with this Privacy Policy. Unfortunately, no data transmission can be guaranteed to be 100% secure. As a result, while we strive to protect your personal data, Verian cannot ensure or warrant the security of any information you transmit to us or from our online products or services, and you do so at your own risk. Once we receive your transmission, we will take reasonable steps to ensure our systems are secure.

Ultimately, you are solely responsible for maintaining the secrecy of your passwords and/or any account information. Please be careful and responsible whenever you're online.

We adhere to standards and industry requirements, including MRS and ESOMAR professional codes of conduct and the quality commitment of the MOA Centre for Marketing Insights, Research & Analytics.

5. Cookie Disclosure

Cookies are small text files stored on your computer or mobile device by a website that assigns a numerical user ID and stores certain information about your online browsing. They are used to help users navigate websites efficiently and perform certain functions. The website sends information to the browser which then creates a text file on the user's computer or mobile device. Every time the user goes back to the same website, the browser retrieves and sends this file to the website's server.

For behavioural tracking research, we use optional cookies / software applications, but only if you have given your consent to these cookies / applications.

As is true of most online surveys, we gather certain information automatically and store it in survey data files. This information may include things like Internet Protocol addresses (IP address), browser type, Internet service provider ("ISP"); referring/exit pages, operating system and date/time stamp.

We use this automatically collected information to analyse trends such as browser usage and to administer the site, e.g. to optimise the survey experience depending on your browser type. We may also use your IP address to check whether there have been multiple participations in the survey from this IP address and also to protect our business against fraudulent behaviour.

Verian defines cookies within 3 categories:

- Required to use the study site
- Security-specific
- Behavioural or advertising research cookies

As you use the Internet, a trail of electronic information is left at each web site you visit. This information, which is sometimes referred to as 'clickstream data', may be collected and stored by a website's server. Clickstream data can tell us the type of computer and browsing software you use and the address of the web

site from which you linked to the Site. We may collect and use clickstream data as aggregated information to anonymously determine how much time visitors spend on each page of our site, how visitors navigate throughout the site and how we may tailor our web pages to better meet the needs of visitors. This information will be used to improve our site and our services. Any collection or use of clickstream data will be anonymous and will not intentionally contain any personal data.

6. Accuracy

We take reasonable steps to keep personal data in our possession or control accurate, complete and current, based on the most recent information made available to us by you and/or by our client(s).

We rely on you to help us keep your personal data accurate, complete and current by answering our questions honestly. You are responsible for ensuring that you notify us of any changes to your personal data.

7. Children's Data

Verian recognizes the need to provide further privacy protections with respect to personal data collected from children. We never knowingly invite children under the legal age set by the authorities in the UK to participate in research studies without parental permission. If it is necessary and appropriate to a particular project to directly involve children under the legal age, we take measures to ensure we have been given permission by their parent or legal guardian. Verian will provide parents and guardians information about the survey topic, about any personal or sensitive information which may be collected from the children, the way this data will be used and whether and with whom Verian may share such information. While the child is completing the survey, it is the responsibility of the parent or guardian to supervise them.

8. Sensitive Data

From time to time, Verian may collect personal data that is classified as "special categories" of personal data. This includes racial or ethnic origin, political opinions, religious or philosophical beliefs, or trade union membership, genetic data, biometric data for the purpose of uniquely identifying a natural person, data concerning health or data concerning a natural person's sex life or sexual orientation. You can choose whether or not to provide this data to us.

9. Rights of Individuals

To request access to personal data that we hold about you, you should submit your request in writing to the e-mail address or postal address shown below in "*How to Contact Us*".

You have the following rights in relation to your personal data:

- Right to change your mind and to withdraw your consent
- Right to access your personal data
- Right to rectify your personal data
- Right to erase your personal data from our systems, unless we have legitimate interest reasons for continuing to process the information
- Right to port your personal data (portability right)
- Right to restrict processing of your personal data
- Right to object to the processing of your personal data

We shall also notify third parties to whom we have transferred your personal data of any changes that we make on your request. Note that while Verian communicates to these third parties, Verian is not responsible for the actions taken by these third parties to answer your request. You may be able to access your personal data held by these third parties and correct, amend or delete it where it is inaccurate.

10. Data Storage and Retention

Personal data will be retained only for such period as is appropriate for its intended and lawful use. Verian will retain your personal data for as long as you participate in the Public Voice study. In case you unsubscribe from being a participant of the Public Voice study, we shall retain data for no longer than 3 months after you do so, unless otherwise required by law. Personal data that is no longer required will be disposed of in ways that ensure their confidential nature is not compromised.

As part of the Company Business Continuity Plan and as required by ISO 27001, ISO 9001, ISO 20252 and in certain instances the law, our electronic systems are backed up and archived. These archives are retained for a defined period of time in a strictly controlled environment. Once expired, the data is deleted and destroyed to ensure the data is erased completely.

11. Notification of Material Change

We reserve the right to change, add to, or remove portions from this Privacy Policy at any time. You should read this page regularly to ensure you are updated as to any changes. However, if any material change is made to this Privacy Policy, we will notify you of that change. Non-material changes to this Privacy Policy will be announced through the Public Voice sites only. Your continued access to the Public Voice' sites and services after such changes conclusively demonstrates your consent to any changes.

We will always display the most up-to-date policy on this web page.

Last updated: January 2024

12. How to Contact Us

If you have any questions or comments, you may contact Verian's Data Protection Officer, please email uk-compliance@veriangroup.com

Verian:

- by email at uk-compliance@veriangroup.com
- by post to: Public Voice Study, Verian Limited, 4 Millbank, Westminster, London SW1P 3JA, United Kingdom

13. Complaints & Country Specific Disclosure

If you consider that our processing of your personal data infringes data protection laws, you have a legal right to lodge a complaint with a supervisory authority responsible for data protection. You may do so in the EU member state or jurisdiction of your habitual residence, your place of work or the place of the alleged infringement. The contact details of the UK Information Commissioner Office (ICO) can be found at www.ico.org.uk.