

## **Declaration on Data Protection with regard to the conduction of market and social research surveys**

The companies of the German Kantar market research group comply with the provisions of the German Data Protection Act (BDSG), the German Telemedia Act (TMG) and all other data protection related regulations and are member of Arbeitskreis Deutscher Markt- und Sozialforschungsinstitute e. V. (ADM). Together with Arbeitsgemeinschaft Sozialwissenschaftlicher Institute e. V. (ASI), Deutsche Gesellschaft für Online-Forschung e. V. (DGOF) and Berufsverband Deutscher Markt- und Sozialforscher e. V. (BVM) the ADM has issued guidelines which are binding for our operations and determine how to implement the requirements of data protection in market and social research.

The rules of professional conduct also include the „ICC/ESOMAR International Code of Market and Social Research“, briefly ESOMAR Code, and the guidelines issued by ESOMAR. The above mentioned professional associations have furthermore issued a „Declaration for the Territory of the Federal Republic of Germany concerning the ICC/ESOMAR International Code of Market and Social Research“ which modifies some of the regulations of the ESOMAR Code. The companies of the German Kantar market research group comply with these guidelines and codes. The above mentioned professional associations have established the „Rat der Deutschen Markt- und Sozialforschung e. V.“, which is competent to deal with complaints regarding compliance with the rules of professional conduct. Compliance with legal provisions regarding data protection is controlled by the responsible data protection authorities and also by some of our customers during audits.

The results of a survey will only be presented anonymously as required by § 30a BDSG. No one can draw conclusions from the results and identify the person or institution which supplied them. All employees of the German Kantar market research group are contractually bound to observe data secrecy pursuant to Section 5 BDSG and secrecy of social data pursuant to Section 35 German Code of Social Law, Part I (SGB I). The obligation of secrecy shall survive the termination of the activity. In case of doubts regarding data protection employees have to contact the institution which placed the order and the data protection officer of their company.

All employees of the German Kantar market research group are trained once a year regarding data protection and information security; these trainings are documented.

The companies of the German Kantar market research group have implemented various technical and organisational measures pursuant to § 9 BDSG in connection with the annex thereto. Each company appointed a data protection officer pursuant to Section 4 f (1) BDSG. Furthermore general terms and conditions of purchase have been issued which take account of the particular conditions of market and social research studies.

Personal data is deleted or returned to the client after completion of the project or – at the latest – by expiry of the relevant warranty period. Afterwards references to particular persons cannot be established anymore. If personal data is deleted before expiry of the warranty period it shall be reduced accordingly.

Personal data will not be transmitted to any third party.