

Community Privacy Policy – How we use your information.

Last updated: June 8, 2018

Ipsos-Insight, LLC commonly known as “Ipsos”, is a market research company registered in the United States of America. This privacy policy explains how we use any personal information we collect about you when you join the My Shopper Pulse Community (the “Community”) or participate in the Community research activities using the Community website.

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What are Ipsos’s company details?

Ipsos-Insight, LLC is a specialist research agency established in the United States of America, and part of the Ipsos worldwide group of research companies. Ipsos is a member of both ESOMAR and Insights Association, as such Ipsos abides by the ESOMAR and Insights Association’s Code of Conduct and associated regulations and guidelines.]

You can find further information about Ipsos on its website that can be found here <https://www.ipsos.com/en>.

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What information will Ipsos collect about you?

We collect the personal data and information you provide by email and in completing our recruitment questionnaire when you decide to join our Community. We also collect any information you provide when you voluntarily complete any other Community surveys, participate in any other Community activities, or you provide feedback, comments or other information on our Community members’ website.

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How will Ipsos use the information you provide?

All the information you provide will be stored separately from the personal data used to invite you to participate in Communities. Your participation in a Community, together with your individual responses to the questions will be kept strictly confidential by Ipsos.

We will use the information you provide to:

- Keep a record of your membership of this Community.

- Send you invitations to participate in Community research activities, which may include invitations to complete a diary, upload pictures etc.
- Append personal data you provided in response to our recruitment survey, such as geographical location, ethnicity, occupation categories etc., to any information you provide when participating in the Community for research analysis purposes.
- Enter you into any prize draws that you are eligible to take part in or, where invited to do so, have asked to be entered into.
- Communicate with you regarding your membership of the Community.
- In order to respond to any questions, queries or requests you may raise.

We will NEVER use your information for any purpose other than research. We will NOT try to sell you anything, nor use your information for marketing purposes. Nor will we ever pass your information to third parties for marketing purposes.

Content you submit, post, transmit or make available through the Community, your use of the Community, and your connection to the Community will be used solely for research analysis purposes only. The results of this research will be anonymous, statistical information only, and we can assure that unless you provide consent to share your personal data, you will NOT be identifiable in any published results. If you contact Ipsos for any reason regarding this research, your contact details will be used solely for the purpose of responding to your request.

If you have any questions about the Community and the research or how your information will be used, please contact the community manager via the support email found within the Community's home page. They can be contacted by email sent to support@myshopperpulse.com.

Or by letter sent to:

Ipsos SMX division of Ipsos-Insight, LLC
 My Shopper Pulse Community
 360 Park Avenue South, Fl. 17
 New York, NY 10010

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Who will have access to your information?

Access to your information will be limited to only those Ipsos staff involved in this research project, or who need access in order to directly support the systems used for this Community, such as the online survey and research data analysis systems or Community website. This may include staff in:

- Other Ipsos Group companies involved in this research, some of which may be located in other countries.
- Our sub-contractors who may carry out some of the processing on Ipsos' behalf, and under Ipsos's control; including the service providers who host or provide technical support for our systems.

This Community is controlled by Ipsos in the United States of America, with our systems hosted in the USA or the UK. but other Ipsos Group companies or sub-contractors involved in the research which may be located in other countries. However, we can reassure you that we take great care to ensure any transfers of your information are carried out securely and in compliance with all applicable data protection and data privacy legal requirements. We

can also assure you that any sub-contractors involved are also required to abide by the same data privacy legal requirements and security arrangements as Ipsos.

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Will this Community collect information from children?

For research involving children, we will always seek consent of from a parent, legal guardian or other person legally responsible for the child before inviting them to take part in the research. However, we are only inviting adults to participate in this Community.

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How long will Ipsos keep the information you provide?

We will keep the information you provided when you joined our Community, together with any information you provided in response to a recruitment questionnaire for as long as you remain a member of the Community. You are free to leave the Community at any time. We may also remove you from our Community if you are not actively participating or are no longer eligible to be a member of any other reason, or the Community is closed.

Before removing any member from our Community for inactivity, we will notify them and provide details of how to remain a Community member where appropriate.

When you leave the Community, are removed from it, or the Community is closed, we will securely delete all personal data, leaving only anonymous research data.

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How does Ipsos ensure your personal information is held securely?

We take very seriously our responsibilities to keep your personal data secure. As such we take every reasonable precaution to ensure your information is protected from loss, theft or misuse. These precautions include appropriate physical security of our offices, controlled access to computer systems, and use of secure, encrypted internet connections when collecting personal data.

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Does this survey use Cookies or similar code?

Yes, any online Community recruitment questionnaire Ipsos may use and the Community website do use 'cookies'. These are small files stored on your computer. These files are used as sparingly as possible and only where necessary for the recruitment questionnaire or Community website to work properly. It is possible for you to delete 'cookies' or to prevent their use by adjusting the browser settings on your computer.

We also automatically capture information about your operating system, display settings and browser type in order to ensure that the survey questionnaire is delivered in a form suited to the software your computer is using. If you participate in the Community using a mobile device (e.g. tablet or smartphone), we also capture the type and brand (e.g. iPhone). We do not capture any other information from your computer.

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Who to contact if you have any questions about this Community or this privacy policy?

If you have any questions about this research or how your information will be used, please contact the study team. They can be contacted by email sent to support@myshopperpulse.com.

Or by letter sent to:

Ipsos SMX division of Ipsos-Insight, LLC
My Shopper Pulse Community
360 Park Avenue South, Fl. 17
New York, NY 10010

If you have any questions or require further information this privacy policy, Ipsos' compliance with data protection laws or information we may hold about you, please contact our Privacy Officer. They can be contacted by email sent to DPO.USA@ipsos.com with the My Shopper Pulse as the subject line.

Or by letter sent to:

Ref: My Shopper Pulse
Data Protection Officer
2020 K St NW #410
Washington, DC 20006

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How can you get access to your information and/or correct it?

At any time, you are entitled to request a copy, correction or deletion, of the personal data, which we hold. For further details, please contact the Ipsos Data Protection Officer. They can be contacted by email sent to DPO.USA@ipsos.com with My Shopper Pulse as the subject line.

Or by letter sent to:

Ref: My Shopper Pulse
Data Protection Officer
2020 K St NW #410
Washington, DC 20006

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Changes to this privacy policy:

This Privacy Policy was last revised June 8, 2018.

Useful Links:

Ipsos: <https://www.ipsos.com/en>
Ipsos Group: www.ipsos.com
Insights Association: <http://www.insightsassociation.org/>
ESOMAR: www.esomar.org

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