



## Privacy policy

### I) Privacy policy

We consider the protection of your privacy and personal data highly important and we guarantee that we observe the provisions of the EU General Data Protection Regulation (GDPR) and all supplementary legal provisions (TKG 2003) when making available our services. Below you will find detailed information on the handling of data, safety measures that we have implemented, as well as rights that you are entitled to acc. to the GDPR. If you are citizen of California all rights granted by the California Consumer Privacy Act 2018 (CCPA) can be exercised. The details of our services compliance with CCPA are described in this Privacy Policy and in our Terms.

### II) Services

Marketagent.com online reSEARCH GmbH provides its services according to the terms and conditions specified below, and the freely accessible areas provide you with the appropriate information. The “survey panel” area allows you to participate in market research projects after you have completed the registration process, and to collect Marketagent bonus points that may be exchanged for benefits-in-kind. Generally, you may use our services free of charge and the personal data collected in the process is used only to enable you to participate in the projects.

#### 1) Personal data collection

By using our services, your data is automatically collected by our data processing systems when you visit the website, with most of it being technical data (e.g. IP address, browser/OS information), as well personal input during the panel registration process and managing your user account.

#### 2) Website visits, use of related services

##### 2.a) Purpose, agreement, processing

The information about the website visit and services related thereto is also collected in order to ensure the error-free provision of these services, for analysis purposes (see Item 4: Cookies, web analysis, tracking technology for details) and for security reasons of tracking criminal activities online and defence against hacking attempts. This data is processed on the basis of the performance of a contract to which the data subject is party (Art. 6 (1) lit. b of the GDPR), for the purposes of the legitimate interests of providing the error-free, performance of services (Art. 6 (1) lit. f of the GDPR), as well as for the purposes of defence against criminal online activities and efficient protection against hacking attempts arising from a legal obligation related thereto (Art. 6 (1) lit. c of the GDPR).

##### 2.b) Deletion

The data collected in this regard is stored in our systems for 6 months and subsequently deleted. In case of statutory obligations, and particularly in case of administrative proceedings, the deletion period extends until the proceedings are completed, i.e. until our legal obligation ceases to exist.

#### 3) Panel membership

In order to register as a survey participant, we require your personal information (in particular: name, surname, email address, street, postcode, place, date of birth and password), and a selection of socio-demographic information (such as sex, size of the town or city, household size, etc.). Furthermore, you disclose additional information relating to your participation in survey projects. We will primarily contact you via your email address.

### 3.a) Purpose, agreement, processing

#### 3.a.1) Registration, master data

For registering on our online panel, the following personal information necessary for the registration process is requested and entered by you:

Personal data	Name, surname, sex, email address, language
Address data	Street and house number, postcode, place, country
Socio-demographic data	Date of birth, family status, number of children, household size, education, professional status, industry, household net income, car ownership, mobile provider (optional), region/state, size of city or town
Account management data	Secret answer, password, mobile phone number, recruiter
Technical data	IP address, device, browser/OS

The data processing consists of making a selection for the participation and evaluation of the socio-demographical characteristics for online market research projects, rather than making available the management of Marketagent user accounts, and in providing the necessary safety measures based on the performance of the contractual obligations between Marketagent.com online reSEARCH GmbH and the panellist (= survey participant) (Art. 6 (1) lit. b of the GDPR).

#### 3.a.2) Participation in surveys

When conducting online market research projects, any personal information, including socio-demographic characteristics, personal estimations and opinions in particular, is accumulated in the evaluations and results, which means that the processed data is anonymized accordingly, making it impossible to be traced back to an individual. Accordingly, this isn't personal information any longer and the GDPR provisions do not apply. The data is collected in the questionnaires through respondents' input and through the additional calculation of metadata (questionnaire length, Geo-location and browser/OS information). Data processing for the purpose of compiling evaluations and the management of questionnaire data is performed based on the fulfilment of the contractual obligations between Marketagent.com online reSEARCH GmbH and the panellist (= survey participant) (Art. 6 (1) lit. b of the GDPR).

Complement for Californian citizens: Results of the surveys you participated in will not be erased because you are provided with certain financial incentives as permitted by the CCPA.

#### 3.a.3) Exchange platform

The Marketagent exchange platform provides various options for exchanging bonus points acquired using Marketagent services. When performing an exchange, you must enter the information listed below, which we'll process and, if this is necessary for completing the exchange process, forward to our exchange partner or the bank institute performing the transaction.

Exchange bank	Recipient data (name, IBAN) for the executing bank
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Paypal	paypal–Account: PayPal (Europe) S.à r.l. et Cie, S.C.A., 22-24 Boulevard Royal, L-2449 Luxembourg
Skrill/Moneybookers	Moneybookers/Skrill-Account: Skrill Limited, 25 Canada Square, London E14 5LQ, England (company number 04260907) - UK

For the contractual performance of our obligations, the transfer of data to the exchange partner is necessary (Art. 6 (1) lit. b of the GDPR). Moreover, we are bound in such cases to keep the data until the expiry of the retention period (7 years) under the tax law (Art. 6 (1) lit. f of the GDPR) and, correspondingly, it may be necessary to transfer the information to the tax authorities, as well as tax consultancy firms or auditing companies.

### 3.a.4) Deletion

Any information collected within this context is stored for the duration of your panel membership in our systems and permanently deleted by Marketagent when you leave the panel. In case of statutory obligations, and particularly in case of administrative proceedings, the deletion period extends until the proceedings are completed, i.e. until our legal obligation ceases to exist.

### 3.b) Transfer

In principle, Marketagent does not transfer your personal information, with the exception of contractual processors selected by Marketagent. In that respect, Marketagent guarantees that the same data protection levels are observed by and in accordance with the agreements entered into with the data processors. All exceptions are explicitly listed below:

Web analysis	See Item 4 — Cookies, web analysis, Google Inc. tracking technology
Exchange platform partners	For performing exchange processes see Item 3.a.3 — Exchange platform
zopim	Plug-in with a chat feature for sending support requests to Marketagent
Cint – Panel management for participating in international market and opinion research projects	Our partner Cint only receives a socio-demographic dataset in pseudonymized form; inferring personal information is not possible; Cint AB, Luntmakargatan 18, SE-111 37 Stockholm, Sweden
Geocoding with Bing Maps	Geocoding of user record via Bing Maps Rest API ( <a href="https://spatial.virtualearth.net">https://spatial.virtualearth.net</a> )

### 3.c) Newsletter

With your consent, we will send our newsletter to your email inbox. You may give your consent during the registration process, however this is not mandatory for Marketagent panel membership. You may unsubscribe from our newsletter mailing list at any time by disabling the newsletter subscription in the member area, via the “unsubscribe” feature in the newsletter, or by simply writing to the email address indicated in the imprint, or contacting us using one of the options in Item III — Contact, Data protection authority.

## 4) Website visit technical data

### 4.a) Cookies

Our website uses cookies to make visits to our pages appealing and to enable certain functionalities. These are small pieces of text data stored on your computer. The cookies we use are usually deleted from your hard drive after closing the browser window (session cookies). In certain cases, persistent cookies are used that stay on your computer and allow your computer to be recognized the next time you visit our site (persistent cookies). These cookies are used to save the individual choices made by the user (e.g. items added to the shopping basket) in order to restore the previous session when you re-open the page. You can find the details of the cookies used on our site and the corresponding list in our cookie disclaimer, which you must accept when visiting our website, or by clicking on the following link <https://panel.marketagent.com/About/Cookies>.

You can set up your browser to inform you when cookies are set, to let you decide each time whether to accept cookies or not, or to reject cookies altogether. If you choose not to accept cookies, the functionality of our website might be limited. In the “Help” menu in your browser, you can find an explanation on how to set up your browser accordingly and either accept or reject cookies.

#### **4.b) Web analysis, tracking technology**

Our site uses Google Analytics, a web analysis service of Google LLC (“Google”), 1600 Amphitheatre Parkway Mountain View, CA 94043, USA. Google Analytics also uses so-called “cookies”, text data stored on your computer enabling analysis of your use of our website. The data produced by these cookies about your use of this website (including a part of your IP address, however in an anonymized form) are sent to a Google server in the US and stored. Google is certified in accordance with the 2016 EU-US Privacy Shield and correspondingly guarantees a data protection level pursuant to the GDPR provisions. We have entered into a contract data processing agreement with Google. Google uses this information to analyse your use of the website to generate reports about the website activities for the website operator and to render other services related to the website and internet use. Google may also transmit this information to third parties as far as legally permissible or when third parties provide data processing services for Google. In no case can Google associate your IP address with other Google data. You can set up your browser to prevent cookies from being installed; however, we advise you that you may not be able to use all our website functionalities to their full extent in such a case. The data is permanently deleted from the Google Analytics system after 14 months, depending on the preferences you set in Google Analytics. Of course, you are entitled to all your GDPR rights (Art. 15 through 20) without limitations, and you may assert them as described in Item 6. You can find more information about handling user data in Google Analytics in the Google Privacy Policy: <https://support.google.com/analytics/answer/6004245>

Even in the case when third partner cookies are used, you are provided with the corresponding information in a cookie disclaimer on the pages of Marketagent services, describing the type and scope of use of these cookies, letting you decide whether to accept or reject the use of cookies. If you accepted the use of cookies (Art. 6 (1) lit. a of the GDPR), they can be used for the purpose of collecting and analysing your usage behaviour within the scope of your visit to our website. In any case, no such cookies are used before you give your consent. If you choose not to accept cookies, the functionality of our website might be limited.

#### **4.c) Social media plug-in**

We use plug-ins of the social network “Facebook” (operated by Facebook Inc., 1601 S. California Ave, Palo Alto, CA 94304, USA), showing a Facebook widget on the Marketagent pages. We use a two-step procedure, which lets you give your consent to the social network operator to process your personal information in acc. with Art. 6 (1) lit. a of the GDPR. Your information is only sent to the social network operator when you click on one of the icons

displayed and agree to send your personal information to the social network operator. When you give such a consent, a connection between your browser and the respective social network is established.

Via the plug-in, the social network receives information about your visit to our website. If you're logged in to "Facebook", your visit may be connected to your social network account. Any interactions with the plug-in may be recorded by the social network operator. You can find information on the use of your personal data collected by the social network on the "Facebook" page under "Privacy" on the following link <https://www.facebook.com/privacy/explanation>.

## **5) Data security measures**

We operate our services by implementing the necessary and current security standards for web and data applications, and we guarantee that all our processors (data centres, cloud providers) will abide by these standards. In the participant area, your information is always sent over a secure SSL connection (at least 256 bit encryption).

## **6) Rights of the persons affected acc. to GDPR**

In principle, you have the right to access the data, the right to rectification, the right to erasure, the right to the restriction of processing, the right to data portability, the right of withdrawal and the right to appeal (Art. 15 through 20 of the GDPR). You may assert these rights at any time by contacting us with your concern. The contact possibilities are listed in Item III — Contact, Data protection authority.

If you believe that the processing of your data violates privacy laws or that your rights under the data protection regulation have been violated in some other way, you may lodge an appeal with the supervisory authority. In Austria, this is the Data Protection Authority (Item III — Contact, Data protection authority).

## **7) Underage use**

To participate in the surveys that we conduct, you must be at least 14 years of age, for which purpose you must submit a copy of a photo ID if requested.

## **III) Contact, Data protection authority**

### **GDPR - Marketagent contact person**

Person responsible: Marketagent.com online reSEARCH GmbH, Mühlgasse 59, 2500 Baden

Representative: Master Thomas Schwabl (GF)

Data Protection Officer: Master Florian Folkmann

tel: +43 2252 909009

mail: [dataprotection@marketagent.com](mailto:dataprotection@marketagent.com)

web: <https://www.marketagent.com>

### **Data protection authority: Austrian Data Protection Authority, Wickenburggasse 8, 1080 Vienna**

tel: +43 1 52 152-0

mail: [dsb@dsb.gv.at](mailto:dsb@dsb.gv.at)

web: <https://www.dsb.gv.at>