

ATTACHMENT I  
Privacy Policy for KnowledgePanel® Members

This page is intentionally blank.

## Privacy Policy for KnowledgePanel® Members

### How we use your information

KnowledgePanel Members have been invited to take part in a major national research effort. Members may complete surveys to provide feedback and opinions on a range of political, lifestyle, advertising and other questions, and may contribute other types of data along with other Panel Members. Active Panel Members receive certain benefits from Ipsos Public Affairs, LLC in exchange for participating in surveys.

Ipsos Public Affairs, LLC, commonly known as Ipsos (“Ipsos”, “we” or “us”), is a Delaware limited liability company with an office at 360 Park Avenue South, 17<sup>th</sup> Floor, New York, NY 10010. Ipsos Public Affairs is part of the Ipsos worldwide group of companies. This privacy policy explains how we use any personal data we collect about you (“Panelist”, “you” or “your”), when you join KnowledgePanel (the “Panel”), take part in surveys or use the Panelist websites: [join.knpanel.com](http://join.knpanel.com) and [members.knowledgepanel.com](http://members.knowledgepanel.com).

### Topics:

1. [What Personal Data Do We Collect About You?](#)
2. [Why We Collect Information from You](#)
3. [How Will We Use the Information You Provide?](#)
4. [Children](#)
5. [Use of Cookies and similar code?](#)
6. [Use of Digital Fingerprinting?](#)
7. [How Long Will We Keep the Information You Provide?](#)
8. [How Can You Access Your Information and/or Correct It and/or Request Its Transfer and/or Erasure?](#)
9. [How Do We Ensure Your Personal Data Is Secure?](#)
10. [How to Contact Us and Complaints](#)
11. [Changes to Our Privacy Policy](#)
12. [Useful Links](#)

### 1. What Personal Data Do We Collect About You?

The categories of personal data we may collect about you through your involvement in the Panel include:

- Identification Data – e.g. your name, age, date of birth & gender, etc.
- Contact Data - e.g. your phone number, email address, postal address, etc.
- Data relating to your financial and economic situation – e.g. annual income / wages, tax situation, etc.
- Work Life Data – e.g. your profession and/or professional background, education, training, awards, etc.
- Electronic Connection Data – e.g. details about your computer, IP address, logs (See Paragraph 5 and 6)
- Photos and Videos
- Special Categories of Personal Data or Sensitive Personal Data (we will only collect this with your prior explicit consent) – e.g. your race and ethnicity, political opinions, religious

or philosophical beliefs, trade union membership, genetic data, biometric data, data concerning health, data concerning sex life or sexual orientation, etc.

- Verbatims

We collect the personal data and other information, you provide by email, phone and in completing our recruitment questionnaire when joining our Panel. (the “information”)

We also collect information, when you voluntarily complete any of the surveys we invite you to participate in, or you provide feedback, comments or other information on our Panelists’ website or support mailbox.

In case the registration process is not successfully completed, your information will not be retained by us, apart from some limited information to prevent any fraud or miss use.

In some instances, concerning our research, we may ask you to provide certain sensitive personal data, for example revealing your racial or ethnic origin, political opinions, religious or philosophical beliefs, trade-union membership or data concerning health or sex life. You do not have to answer these questions and such questions will always include either a "prefer not to answer" option or allow you to skip it. Responses to these questions will remain confidential unless you explicitly and freely consent to your responses to these questions, together with your personal data, being passed to research clients for further in-depth research analysis.

## 2. Why We Collect Information from You

The primary purpose, why we collect information from you is the conduct of market research by us. When you join our Panel, we enter into a contract with you, which is subject to this Privacy Policy as well as our Terms and Conditions.

In order to fulfil this contract by inviting you to appropriate surveys, we need to collect, process and leverage the information requested during recruitment or which you may subsequently add to your profile on the Membership panel site, via profile surveys, or that we collect in accordance with this Privacy Policy and process it using automated means. This information will also be required to send you any rewards and to contact you concerning any surveys. This is also explained in more detail in our Terms and Conditions.

We also collect information from you based upon your consent, in particular where you respond to any survey invitations we might be sending you or that you may otherwise voluntarily provide. Your response to such surveys is voluntary. There might also be situations where we are seeking your further or even explicit consent where this might be appropriate or required.

The overall operation and how the Panel works is described in more detail in our Terms and Conditions.

## 3. How Will We Use the Information You Provide?

We will use the information you provide to:

- Fulfil our contract with you;
- Keep a record of all Panelists;
- Send you invitations to participate in surveys that are relevant to you based on the information you provided in response to our recruitment questionnaire(s) or as may be updated by you at a later stage;

- Send you a SMS message to your mobile phone;
- Contact you via phone to remind you of open survey opportunities or occasionally invite you to participate in surveys;
- Append existing personal data about you to your responses to any surveys you participate in, such as geographical location, ethnicity, occupation categories etc. for survey analysis of the responses and producing anonymous, statistical research results;
- 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;
- With your explicit consent, which might be sought in a specific survey and limited thereto, to pass your individual survey responses together with your personal data to the client who commissioned the survey. The client will use this information only for research purposes as explained in the relevant survey;
- Where you have explicitly consented separately and prior to your information being provided to the client for this, the client may also use this information to contact you to invite your participation in further research they conduct;
- With your explicit prior consent, Ipsos may forward your personal data and individual survey answers to another market research institute which is Ipsos' business partner, for the following purpose: sending you survey invitation by e-mail, SMS or by phone with links leading to surveys or using your personal data for prize/gift delivery or prize draws (if the case) related to participation to these market research institutes' surveys. Nevertheless, such third party will be required to observe the condition that the data can be used only for statistical, research and/or prize/gift delivery/prize draw organization purposes and bound not to forward or further disclose data such as name, postal address or other personal data that could serve to identify you;
- To create anonymous, statistical profiles of the Panel membership based on the information provided by Panelists;
- With your consent, to pass your information to other Ipsos Group companies so that they may invite you to participate in research studies they are carrying out and that may be relevant to you;
- Send you by email newsletters, announcements and other communications as set out in the Terms and Conditions;
- Where you agree to take part in a product test to arrange for such product to be sent to you;
- Based on the information you provided, we might wish to invite other members of your household to participate in a survey. In case such household member is a child, please also see below at paragraph 4.

As part of our online research and internet usage research studies, we may also:

- Send you invitations by text message or phone to take part in research. You can opt-in to this research activity by changing your "Privacy Settings" on the member portal.

We may also send your information to our sub-contractors or affiliated companies who carry out some work on our behalf, control and responsibility, for data hosting or as described in paragraph 6. Some of these sub-contractors may be based outside of North America; however, they are required to abide by the same data privacy legal requirements and security arrangements as ourselves and will be subject to appropriate safeguards, a description of which can be obtained by contacting us as set forth in paragraph 10.

We will take all reasonable steps to ensure that any personal data we process are accurate, adequate, relevant and not excessive, given the purpose for which they were obtained. We will

not process personal data obtained for one purpose for any unconnected purpose unless you have consented to this.

We will NEVER use your information for any purpose other than research or as described in this policy. Other than in relation to this Panel (like participating in further surveys), 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 or advertising purposes.

For more information about our Panel, Panel membership or information related to your membership of our panels, please contact our Panel Support Team as provided in paragraph 10.

#### 4. Children

Based on the information you provided, we might wish to invite any children under eighteen (18) years of age you indicated are in your household to participate in a survey. In those cases, we will always require prior consent from a parent or legal guardian, before inviting such child to take part in the research unless it is already a member of the panel. We would also like to enroll all adults and teenagers in your home – anyone age 13 or older. Before we enroll a teenager in the Panel we will ask the permission of a parent or legal guardian.

#### 5. Use of Cookies and similar code?

By joining our Panel and taking part in our online research, you agree to our use of cookies and similar technologies (“Cookies”) and the collection of information from your PC/Laptop or other computing device you may use while taking part in our online research activities as outlined below.

Our Panel website and online surveys collect information using 'cookies' and functionally similar technologies. Cookies are small files stored on your computer. Specifically, in respect of cookies, further details of what cookies are can be found by visiting [www.aboutcookies.org](http://www.aboutcookies.org).

##### Essential Cookies

The essential cookies used in connection with this Panel are as follows:

Site/Domain/Host	Cookie Name	Purpose of cookie
Google.com	_gid	These cookies are used to collect information about how visitors use our registration page. The information is used to compile reports. The cookies collect information in an anonymous form, including the number of visitors to the site, where visitors have come to the site from, average time spent etc.
	_ga	
	_gat	
	1P_JAR	This cookie is used to gather website statistics, and track conversion rates. It stores the preferences and information of users each time they visit web pages containing a Google.com service.

Site/Domain/Host	Cookie Name	Purpose of cookie
	NID	These cookies are placed when the reCAPTCHA is verified. Also, these cookies contain a unique ID Google.com uses to remember your preferences and other information, such as your preferred language (e.g. English), how many search results you wish to have shown per page (e.g. 10 or 20), and whether or not you wish to have Google.com's SafeSearch filter turned on.
	ANID	
	DV	
Knowledgepanel.com	CaptchaValue	Non-persistent cookie containing custom CAPTCHA value for handling low bandwidth visitors.
	lang	Non-persistent cookie containing member language.
ipsossay.com	Survey ID	These cookies are generally meant to help keep track of survey sessions so that they aren't repeated, or to maintain or resume a session.
	Hash of the sessionID and query parameters that maps to a sessionID	
	QST	
	<surveyid><statedata>-reloadSession	
	A hash of the url that may be appended with '-singleReload'	

It is possible for you to delete 'cookies' or to prevent their use by adjusting the browser settings on your computer. However, if you do prevent our online surveys and Panelists' website from using cookies, our surveys and Panelists' website may not work properly and you may not be able to participate in this Panel.

### Convenience Cookies

These cookies provide information regarding site usage and site preferences, providing you with a better user experience. You will be prompted to accept the usage of these cookies from your browser when entering the site. These cookies are not essential for survey participation.

Site/Domain/Host	Cookie Name	Purpose of cookie
ipsossay.com	SDcultureCookie	These server-side cookies are used to help control display settings such as language and template as well as checking sample segment, time zone and member status to determine the appropriate redirect path for the survey session.
	PanelCookie	
	Spss	
	list	
	IsGenericFlowApplicable	
	SDTimeZoneOffset	
	ALLOWWITHDRAWN	

These files are used as sparingly as possible and only for quality control, validation and, more importantly, to prevent us sending you reminders for any on-line survey you have already completed. It is possible for you to delete 'cookies' or to prevent their use by adjusting the browser settings on your computer.

In addition to our use of cookies, our online surveys automatically capture information about your IP Address, operating system, screen display settings, browser type, use of Flash and Java and to detect whether your computer has a webcam. We use this information to:

- ensure that the survey is delivered in a form suited to the software your computer is using.
- assist in providing support to you, should you have difficulty accessing or completing a survey.
- anonymized information is also used for research purposes, for example to determine the percentage of our Panelists in a specific country who use a certain type of browser.

With your prior agreement, we may also install advanced cookies or similar code that can identify tags attached to certain web-sites or on-line advertisements relating to our clients and/or their products. Alternatively, again with your prior agreement, we may scan for and read cookies or code installed by other websites that you may have visited. The information obtained in this way will be used to help us send you surveys that are relevant to you (for example, you may be asked your opinion on ads that you have seen), or for other research into internet usage.

The KnowledgePanel website is not designed to respond to "do not track" signals received from browsers.

### 6. Use of Digital Fingerprinting?

We also use digital fingerprint technology, also known as "Machine Identification", to gather certain information about your computer, hardware and software, for example, your IP address, the display settings of your monitor, the type of browser used, the type of operating system, etc. This information is sent to one of our trusted providers who converts it into a unique serial

number (the digital "fingerprint") and determines if it matches previous fingerprints. The data collected in this process and the digital fingerprint created are not tied to any of your personal data, is used only for quality control and fraud prevention purposes, to help prevent Panelists from completing the same survey more than once, and for no other purpose.

#### 7. How Long Will We Keep the Information You Provide?

We will keep the information you provided for as long as you remain a Panelist. you can leave the Panel at any time you wish. Participation is entirely voluntary, and you are free to withdraw your consent at any time.

When you leave the Panel, or are removed, or the Panel is closed, we will delete your personal data within thirty-one (31) days or as set out in this paragraph. If you redeemed your points for a reward, we will retain your information associated specifically to reward fulfilment for a period of (2) two-years. If you won a prize from any of our contests, we will retain your information associated to the contest and prize fulfilment for a period of (3) three-years. If you were removed, we will retain only that information required to prevent you from re-joining. If you have requested not to be contacted, we will retain only that information required to honor your request.

Apart from your profile information, Ipsos will also gather the answers you give in any survey. The answers provided by you will be pseudonymized by Ipsos for security reasons and will only be shared with our clients in an anonymized form, unless you have given you explicit consent to you being identified. We will also remove the link between your profile information and the answers you provided within twelve (12) months of the end of the research project, to ensure that these answers cannot be traced back to you.

#### 8. How Can You Access Your Personal Data and/or Correct It and/or Request Its Transfer and/or Erasure?

You have the right to request a copy of all the personal data we hold about you. You also have the right to request the correction of any personal data we hold about you. Furthermore, you have the right for all the personal data you have provided to us, to be transferred to another party. In various circumstances, you also have the right to request from us the deletion or erasure of the personal data we hold about you, subject to the limitation set out above under paragraph 7.

In all of these cases, please contact our Data Protection Department, via Email sent to: [privacy@knowledgepanel.com](mailto:privacy@knowledgepanel.com) with "Ipsos KnowledgePanel" as the subject line,

Or by letter sent to:

Ref: Ipsos KnowledgePanel  
Data Protection Department,  
Ipsos Public Affairs, LLC  
One Upper Pond Rd.  
Morris Corporate Center 2, Bldg. D  
Parsippany, NJ 07054

Please quote your Panel membership number (if known) or your email address used for KnowledgePanel in your email or letter.

## 9. How Do We Ensure Your Personal Data Is Secure?

We take our responsibilities to keep your personal data secure very seriously. 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.

As part of our commitment to the security of your information, Ipsos has regular internal and external audits of its information security, and is certified to be compliant with the requirements of the International Standards for Information Security ISO 27001, Market, Opinion and Social Research ISO 20252, and Quality Management ISO 9001.

## 10. How to Contact Us and Complaints

For more information about our panels, Panel membership or information related to your membership on one of our panels, please contact our Panel Support Team. They can be contacted by:

Email sent to: [info@knowledgepanel.com](mailto:info@knowledgepanel.com) with "Ipsos KnowledgePanel" as subject line

Or by letter sent to:

Ref: Ipsos KnowledgePanel  
Panel Support Team  
Ipsos Public Affairs, LLC  
One Upper Pond Rd.  
Morris Corporate Center 2, Bldg. D  
Parsippany, NJ 07054

If you have any questions or require further information on our privacy policy, our compliance with data protection laws or information we hold about you, please contact our Data Protection Department. They can be contacted:

By email sent to: [privacy@knowledgepanel.com](mailto:privacy@knowledgepanel.com) with "Ipsos KnowledgePanel" as subject line.

Or write to us at:

Ref: Ipsos KnowledgePanel  
Data Protection Officer,  
Ipsos Public Affairs, LLC  
One Upper Pond Rd.  
Morris Corporate Center 2, Bldg. D  
Parsippany, NJ 07054

Please quote your Panel membership number (if known) or your email address used for KnowledgePanel in your email or letter.

If you have any complaints, we will appreciate if you give us an opportunity to resolve any issue first, by contacting us as set out above.

## 11. Changes to Our Privacy Policy

We keep our privacy policy under regular review and we will place any updates on this webpage. We will also inform you of any changes via email or when you log-on after any change. Our privacy policy was last updated on XX/XX/2019.

## 12. Useful Links

World organization for market research - ESOMAR: [www.esomar.org](http://www.esomar.org)

Insights Association: [www.insightsassociation.org](http://www.insightsassociation.org)

Ipsos: [www.ipsos.com](http://www.ipsos.com)