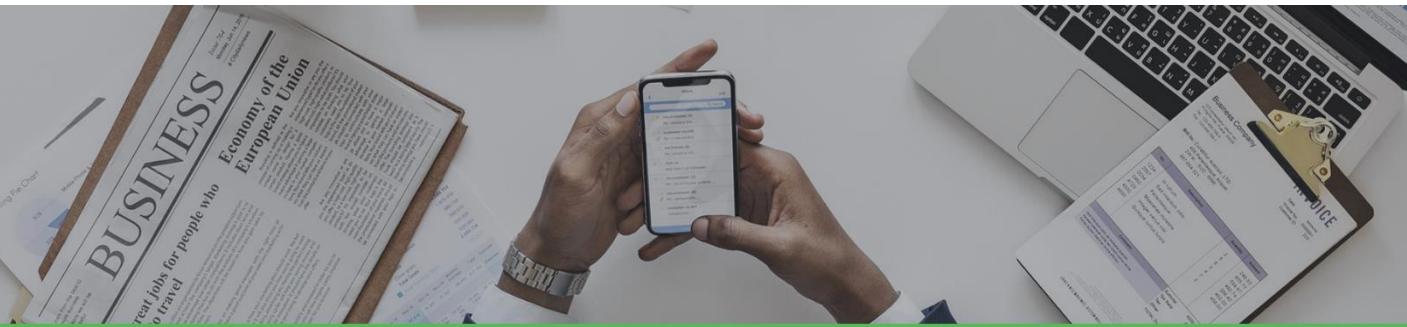




# Privacy Policy

Version: 30 April 2020



# PRIVACY POLICY

Welcome to our website. We are IPCOS.

Below you will find a summary (and more in-depth explanation) about how we process your personal data and respect your privacy.

## What data do we collect?



We collect these categories of data

As a general rule, IPCOS will only collect your personal data in order to maintain and improve our relationship with you as a business partner, (potential) customer or job applicant. In order to provide our services, we collect the following types of information/data:

- **Personal** and **contact** information in order to be able to contact you such as name, address and email address, phone number...
- **Financial** information in order to be able to carry out our financial transactions and obligations (f.e. bank and payment details).
- **Professional** information: this information can be collected about our contractors or suppliers.
- **Connective** information to secure and improve our websites and digital services (web cookies, host information, pages visited...).
- The correspondence you have with us
- If you are a job applicant, we process the data you provide to us, the data resulting from calls and tests, data from people you designate as a

reference, and data that is publicly available and relevant to the review application.

## How do we collect your data?

When using our website

When communicating with us

By using our services

From public sources

We collect your data:

- When visiting our website.
- When communicating with us (face to face, phone, mail and any other media) or visiting us at our offices or at events, fairs or conferences.
- When using our products and services.
- Through public sources. For example, if you are a prospect, we can look up your data through public channels, such as through your company's website. Or if you apply, we can consult public information such as public posts on social media.

## How do we use your data?



For our services (and products) offer:

- To operate, maintain and enhance our services.
- To provide the services and information you request in order to support you.

## We use your data to:

- deliver and improve our services/products offered
- communication
- making our website work
- financial obligations
- to assess our job applicants

- To increase the use of our services (and products).

### For our communication:

- To be able to communicate with you (e.g. when you ask us a question).
- Sales & Marketing: to provide you with information about our services and products, to contact you for events or campaigns... Other areas where we might use personal information are customer engagement, account management, marketing and business development, complaints handling.

### For our website:

- To improve our website and your digital experience.
- To evaluate your use of the website (e.g. through third-party analytical services). We collect user statistics for technical, functional and security improvements of our websites and services. These third parties use cookies and other technologies to help analyze the data and provide us with the data. See our Cookie Policy for more information ([link](#)).

### For financial purposes:

- We process personal information in order to fulfill our financial obligations such as paying fees, entering into and executing agreements with customers, suppliers and commercial partners...

### When you apply for a job @ IPCOS:

- To assess if you are the candidate we are looking for, as a necessary step prior to entering into an employment contract
- To keep your curriculum and resume in our recruitment pool

# On what legal basis do we process your data?

According to the privacy legislation, we're required to tell you on what legal grounds we are processing your personal information. This means that we are only allowed to process your personal information if there is a legal basis for doing so.

At IPCOS we have defined that we can use your personal information in the cases of:



We process your data  
strictly in accordance with  
privacy laws and specifically  
based on the following  
legal grounds

- **Implementation of the agreement/contract:** we process your data in order to provide our services or to fulfil our obligations, to communicate with you prior to the conclusion of an agreement and to examine the desirability of such a contract.
- **Legal obligation:** in some cases we are legally obliged to process your data. This is the case, for example, when we must send you invoices, which require your VAT number.
- **Legitimate interest:** are you a (potential) customer or more generally a business relationship? Then we send you targeted information about our services and products based on our legitimate interest.
- **Consent:** we may also process your data when we expressly obtain your permission for it, e.g. when you register for a company event.

## Which third parties process your data??



These third parties process your data

Under no circumstances will IPCOS sell your personal data to third parties. In any case, IPCOS shall **restrict** the access and transfer of your personal data to trusted third-party recipients only, who demonstrate an adequate level of data protection.

We call on the following **categories of companies that process** your data, but are **not allowed to use this data themselves**:

-  hosting of our data and our website,
-  analysis of our website,
-  e-mailing, advertising and targeting,
- public authorities with whom we need to share personal data to comply with legal obligations

## How do we protect your data?



🛡 Reliable partners

🛡 Technical safety measures

🌟 Organizational measures

We protect your personal data by taking technical and organizational security measures, such as:

- **technical measures** in cooperation with our service providers with a view to protect your personal data against any unauthorized access, unlawful use, accidental loss, corruption or destruction (login requirements, encrypting, backup, firewall, antivirus software, etc.)
- keeping a data register, complying with a data policy, informing and training our IPCOS employees on the great importance to treat your stored data confidentially, etc.

- guaranteeing that the processing of your personal data will be limited to what is necessary, adequate and relevant in order to achieve the purposes for which your data were collected, by performing an ‘interest assessment’,
- performing regular reviews and updates of our security measures and infrastructure,
- working with reliable **partners/suppliers** and enforcing safety guarantees with them.

Despite the security measures we are taking, it is important to know that the data transmission over the internet does not go without danger and you need to take the necessary precautions when you send data to us over the internet.

## Where do we process your data?



⌚ As much as possible within the EU

⌚ Outside the EU when an appropriate level of protection is provided in accordance with the GDPR

Your data are stored and processed:

- on the servers and computers we use within the EU,
- on the systems of the listed third parties processing the data. We choose to process as much as possible within the EU, but some of these service providers process data outside the EU. In these cases, we ensure that they provide an appropriate level of protection.

By transferring your data to us, you accept that we process it in the ways stated above.

## You decide on your details:



### You can choose:

- not to share personal data with us
- to disable cookies
- not to use your personal data for marketing

You may choose not to share your personal data with us. If you choose to do so, you can for instance continue to use our website, but you will not be able to use parts for which we need to know who you are. The personal data we need in order to continue to provide our services must continue to process for as long as you rely on our services.

You can disable cookies. For more information, read our [Cookie Policy \(link\)](#)

You may ask that we do not use your data for marketing purposes. If you receive marketing communication from us, **you can always unsubscribe (opt-out)**. This can be done via the unsubscribe link at the bottom of every email you receive from us.

## Rights to your data:

You can view and customize your data

You can request to take your data with you

Although IPCOS is technically the Data Controller, the ultimate control over your personal data remains with you at all times:

You are entitled (within the legal conditions) to **access the data** we have on you. This includes the right to request additional information on:

You can ask us not to use your data for marketing

- the categories of your personal data we process,
- the purposes for which we process your personal data,
- **third parties to whom we transfer your personal data,**
- the period during which we retain your personal data,
- other rights you may exercise regarding your data.

You can delete all your data from us and be 'forgotten' by us

IPCOs commits itself to provide an answer to your data request within the legal term of 30 days unless we would thereby violate the rights or freedoms of others (e.g. confidentiality, intellectual rights ,...), in which case we inform you.

You have the right to **correct** and **customize** the personal data we have on you.

You have the right to request that we **restrict** the processing of your personal data to the mere storage thereof, insofar we no longer need your personal data for the delivery of our services.

You have the right to **take your details with you** within the legal conditions and where technically feasible. We can **deliver your data to you in a structured, commonly used and machine-readable format.**

You have the right to be "**forgotten**" by us (right to erasure). This means that we remove all data for which we no longer have a reasonable interest in preserving it further.

You can exercise your rights by emailing us at [privacy@ipcos.com](mailto:privacy@ipcos.com).

# Who are we?

IPCOS Group NV

- IPCOS Group NV
- Main establishment located on:  
Geldenaaksebaan 329 - 3001 Leuven - Belgium
- Registered under company number BE 0698.764.640

# How long do we keep your data?

We keep your data  
for as long as  
necessary for above  
mentioned goals

We keep or use your personal information for the duration necessary to meet the purposes for which we collected it, as explained in this privacy statement. We will delete your personal information if it is no longer needed, has no more relevance, or is simply outdated (but always respecting legal obligations). These retention periods do not limit your right to be forgotten, as guaranteed by privacy law.

## You always have the right to complain about the use of your data



Contact us first

Please feel free to direct any questions, comments, or complaints regarding this Privacy Policy or the privacy practices of IPCOS to us. If you believe we do not handle your data correctly, we would like to hear what your concerns are so that we can investigate it and rectify them if necessary.

If you disagree with the outcome of the IPCOS' handling of your complaint, you can submit a complaint to the Belgian Data Protection Authority directly. You can find the procedure on [www.gegevensbeschermingsautoriteit.be](http://www.gegevensbeschermingsautoriteit.be).

And of course, we do hope you will discuss your complaint with us first in order to find a solution.

## We use cookies and other tracking technologies

For the following reason:

When using our Website or Services, we collect certain information through automated systems, including cookies (small text files stored in your browser) and similar technologies to increase security and measure use and effectiveness of the Website. Information about our usage of cookies, especially for marketing purposes, can be found in our [Cookie Policy](#).

# Changes

This Privacy Policy  
may be changed

IPCOS may update its privacy policy from time to time within the legally permitted limits. When these changes affect you and/or your rights, a notice will be posted on our website.

# Copyright and quality label

This document was drawn up  
using



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Visit [myprivacyspecialist.com](http://myprivacyspecialist.com) for more advice and templates  
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