

## Conditions for participation in surveys

Vocatus AG is a German market research company, and as such it is subject to the General Data Protection Regulation (GDPR), German data protection legislation as well as the strict provisions of the Arbeitskreis Deutscher Markt- und Sozialforschungsinstitute e.V. (Business Association of German Market and Social Research Institutes) and the Berufsverband Deutscher Markt- und Sozialforscher e.V. (Professional Association of German Market and Social Researchers). We take it for granted that the principles listed below will be adhered to in any market research surveys we undertake.

### Lack of compulsion

Participation in our surveys is voluntary; you won't be disadvantaged in any way if you don't participate.

### Confidentiality

The data collected as part of any survey (together with your personal data) is treated in strict confidence.

### Anonymity

The responses you submit to us are only evaluated in anonymized form. In other words: nobody can look at the results and see which person provided this information.

### Source of data

The source of your personal (contact) data is either our client (the 'data controller' as defined by the GDPR) or a market research panel (the 'data controller' as defined by the GDPR) or we have collected your personal (contact) data via freely available sources (internet research or random digit dialling in the case of telephone interviews). You can obtain more detailed information about this within the context of our surveys.

### Passing on to third parties

For the conduction of our surveys we use resources of the Vocatus Group (Vocatus AG and its affiliates/subsidiaries) and products of Microsoft Corporation, Qualtrics LLC and Sociotrend GmbH; personal data is stored, processed and used exclusively on systems in Germany and the EU. We concluded data processing agreements with all providers. Apart from this, no personal data is passed to any third party unless otherwise stated.

### Length of storage period

The information you provide as part of a survey is separated at the earliest possible moment in the process from your personal (contact) data. Your personal data is deleted at the earliest possible opportunity, and at the latest when the warranty period expires (2 years after the survey has been completed). Log data including your IP address that is collected in the course of online surveys will be deleted after 2 years at the latest.

### Security

We have undertaken technical and organisational security measures to protect your personal data from loss, destruction, manipulation, and unauthorised access. Our employees as well as the service providers we commission to process your personal data are obliged to adhere to the legal data protection provisions and to maintain confidentiality.

### Data subjects' rights

In accordance with the GDPR, you – as the 'data subject' – particularly have the following rights that you may assert against us:

- The right to (access) information (Art. 15 GDPR)
- The right to rectification (Art. 16 GDPR)
- The right to erasure/deletion (Art. 17 GDPR)



- The right to restriction of processing (Art. 18 GDPR)
- The right to data portability (Art. 20 GDPR)
- The right to object (Art. 21 GDPR)

If you would like to exercise one or more of these rights, please contact us via the email address from which we wrote to you (if we contacted you via email). Alternatively, you can reach us by writing to our [company address](#) or by emailing [dataprotection@vocatus.com](mailto:dataprotection@vocatus.com).

Please note that you are also providing us with survey details (such as the number from which you were called or the email you received from us) together with (if applicable) your contact data so that we can assign your data to a given survey.

It goes without saying that we take your rights and reservations very seriously. However, if you feel that we have not adequately responded to your complaints or reservations you are entitled to submit a complaint to a competent data protection body.

### **Further questions; Data Protection Officer**

You are welcome to ask any further questions relating to data protection and the processing of your data by directly contacting our Data Protection Officer, who you can reach by emailing [dataprotection@vocatus.com](mailto:dataprotection@vocatus.com).