



How we use your information

The AppLife research Application – the “App” – has been made available for use by participants in research projects carried out by Ipsos world-wide. Ipsos is a world-wide group of research companies that has its headquarters in France, with this App made available by Ipsos BV, Postbus 58258, 1040 HG Amsterdam, The Netherlands.

This privacy policy explains what information the App collects, and how that information, together with any personal information you provided when you agreed to take part in this research, may be used.

For full details of the research project, please see the information you were provided with for the research project you are participating in. That information will have been made available to you before you agreed to participate in the research, and you can request a further copy by contacting the research team managing your research project.

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What is the Ipsos AppLife App?

The App is a mobile app designed to allow you to participate in an online research community using your mobile phone or other mobile device. It allows you to keep a diary, participate in discussions with other research participants and upload pictures, video etc. should you wish to do so. The App communicates via your mobile device's internet connection with our systems in order to share in this information.

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What information do we collect about you?

We collect the personal information you provided when you agreed to take part in the research project you are participating in, as well as any information you provide whilst using the App's diary or group discussion functions. We also collect any photo's, video or other content you upload using the App.

The App also collects your location whenever you use the App, or upload any content using the App.

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How will we use the information you provide?

We will use the information collected by the App together with any personal information you may provide for the sole purpose of the research project as described to you before you agreed to participate in this research. The results of this research will only ever be published as aggregated, fully anonymous data. Neither you, nor your individual device will be identifiable in the results of that research.

We may also use your information to communicate with you regarding your participation in the research. We may also send your information to our sub-contractors who may carry out some of the work we do on our behalf, and under our control. We may also store and process your information in countries other than the country in which you are resident.

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 any third parties for marketing purposes.

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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 research, such as the online survey and research data analysis systems. This may include staff in:

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

This may also involve transferring and storing your personal information on servers which will be in several locations amongst which, EU and US. However, we can reassure you that we take great care to ensure any transfers 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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Do we collect information from Children?

For any research that includes children, we will always seek consent from the child's parent or legal guardian before inviting them to take part in the research and installing the App.

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How can I get more information about the research project?

Please contact the research team managing your research project. Their contact details were provided when you agreed to participate in the research, and can be found in any of the communications they send to you.

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

You have the right to request a copy of all the personal information we hold about you. If you would like a copy of some or all of your personal information we may hold, please contact our Compliance Department. They can be contacted by sending an email to compliance@ipsos.com with "Ipsos AppLife App" in the subject line.

Or by letter sent to: Ref: Ipsos AppLife App
Compliance Department
Ipsos BV
Postbus 58258
1040 HG Amsterdam
The Netherlands.

Please ensure you include the name of the research project you are involved with, together with any research team contact details you may have.

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How do you ensure my personal information is secure?

We take very seriously our responsibilities to keep your personal information 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 information.

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Changes in 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 the news section of the panel members' website. Our privacy policy was last updated on May 25, 2018.

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Useful links

Ipsos	www.ipsos.com
Ipsos BV	https://www.ipsos.com/nl-nl
CBP (Dutch Data Protection Authority)	www.cbpweb.nl
CBP website in English	www.dutchdpa.nl
ESOMAR:	www.esomar.org
(World organization for market research)	