

Privacy protection notes for participants in market research studies

The following information will provide an overview of how we process your personal data and your rights based on privacy protection regulations. What specific data we process and how they are used depends mainly on the study in which you participate. For this reason, not all information in this document may apply to you.

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1. Who is responsible for data processing and who can I turn to?

The person responsible for data processing is:

HEUTE UND MORGEN GmbH
Breite Straße 137-139
50667 Cologne
0221-995005-0
info@heuteundmorgen.de

You can reach our **Privacy Protection Officer** at:

HEUTE UND MORGEN GmbH
Privacy Protection Officer
Breite Straße 137-139
50667 Cologne
0221-995005-0
datenschutz@heuteundmorgen.de

2. What sources and data do we use?

We process personal data that we receive from our clients during our business relationship. In addition - if necessary to provide our services - we process personal data that we collect legally from public sources (e.g. phone book, internet) or that is legally provided by third parties.

Relevant personal data include e.g. personal data (name, address, and other contact data such as phone number and e-mail address) as well as personal information that you provide voluntarily while participating in a market research study.

In addition, this may also include assignment data, e.g. data from the fulfillment of our contractual obligations.

In online surveys, user behavior (e.g. response times) is only stored for quality control and control of the survey.

3. For what purpose to we process your data (purpose of processing) and on what legal basis?

We process personal data in adherence to the regulations of the General Data Protection Regulation (GDPR) and the German Data Protection Act (BDSG).

3.1 Based on your consent (Art. 6 Para. 1 Lit. a GDPR)

If you have given our client consent to process personal data for the participation in market research studies, the legal basis for the processing is your consent. Consent, once granted, can be withdrawn at any time. This also applies to the revocation of declarations of consent submitted to our clients before the GDPR became effective, i.e. before May 25, 2018.

Please note that the revocation is only applicable to the future. Processing that has occurred before the revocation is not affected by it.

3.2 To meet contractual obligations (Art. 6 Para. 1 Lit. b GDPR in conjunction with § 26 Para. 1 BDSG; Art. 88 Para. 1 GDPR in conjunction with § 26 Para. 4 BDSG)

Data are processed to provide and convey services during the implementation of our contracts with our clients or to implement pre-contractual measures upon request.

3.3 Based on legal regulations (Art. 6 Para. 1 Lit. c GDPR in conjunction with § 26 BDSG)

In addition, we process your data to meet legal obligations (e.g. regulatory prescriptions, archiving and evidentiary duties under trade and tax law).

3.4 As part of the balancing of interests (Art. 6 Para. 1 Lit. GDPR)

In general, we process your data to protect our clients' or our own justified interests.

Examples:

- Market and opinion research unless you have objected to the use of your data, i.e. for instance
 - to determine your satisfaction with a company whose customer you are
 - to determine the wishes of consumers in product development
 - to determine the subjective assessment of advertising means or marketing measures
- To implement and document legal, technical, or business audits required for legal or operational reasons (e.g. auditor, internal revision, internal control system)

4. Who receives my data?

Within the HEUTE UND MORGEN GmbH, only those persons receive access to your personal data that need it to fulfill our contractual and legal obligations. In addition, we partly use various subcontractors to meet our contractual and legal obligations pursuant to Art. 28 GDPR, which employ the security precautions

pursuant to Art. 32 GDPR and which we hired. These are companies in the categories of IT services (e.g. for online surveys), print services (e.g. for written surveys or letters), telecommunications (e.g. for phone surveys).

In terms of disclosing data to recipients outside of the HEUTE UND MORGEN GmbH, we note first that we generally may only disclose information about our customers if legal regulations require this or if you have consented. Under these conditions, the recipients of your personal data may include:

- service providers that we use for contractual processing work.

Please note:

Any information you provide about your person during a market research study is generally treated completely anonymous and not disclosed to the client. The client merely receives results at a group level (e.g. "20% of surveyed customers are satisfied, 80% are dissatisfied") that do not permit any conclusions about the statements of individual surveyed persons.

5. Is data transferred to a non-European country or an international organization?

No data are transferred to non-European-Economic-Area (EEA) countries.

6. How long is my data stored?

We process and store your personal data as long as it is needed to fulfill our contractual and legal duties. If the data is no longer needed to fulfill our contractual and legal duties, it is deleted.

As a standard, your personal contact data are stored for at most 6 months after the end of a survey project. In general, the data is stored to be able to respond to inquiries after attempted contact. Our response data is anonymized immediately after the conclusion of the survey phase.

7. What privacy protection rights do I have?

Every data subject has the right to receive information pursuant to Art. 15 GDPR, the right to correct information pursuant to Art. 16 GDPR, the right to deletion of information pursuant to Art. 17 GDPR, the right to limitation on processing of information pursuant to Art. 18 GDPR, and the right of data transfer pursuant to Art. 20 GDPR. The right to receive and delete information is subject to the limitations of §§ 34 and 35 BDSG. In addition, data subjects have the right to levy complaints to a privacy protection agency (Art. 77 GDPR in conjunction with § 19 BDSG).

You can find the text of the GDPR and BDSG on the internet at <https://gdpr-info.eu/>.

You can withdraw any granted consent for the processing of personal data at any time from us. This also applies to the revocation of declarations of consent submitted to us before the GDPR became effective, i.e.

before May 25, 2018. Please note that the revocation is only applicable to the future. Processing that has occurred before the revocation is not affected by it.

8. Am I required to provide data?

All information you provide is voluntary. You have no obligation to participate in the market research study. There will be no adverse impact if you decide not to participate in the survey.

Information about your right to object pursuant to Article 21 GDPR

Right to objection in individual cases

For reasons related to your particular situation, you have the right to object at any time to the processing of your personal data if it was based on Article 6 Para. 1 Lit. e GDPR (data processing due to public interest) and Article 6 Para. 1 Lit. f GDPR (data processing based on balancing of interests); this also applies to any profiling based on this regulation as defined in Article 4 Np. 4 DSGVO.

If you object, we will no longer process your personal data, unless we can prove that there are mandatory legal reasons for the processing that outweigh your interests, rights, and freedoms or the processing serves to assert, exercise, or defend legal claims.

The objection can be submitted in free form with the subject "Objection" stating your name, address, and your date of birth and should be directed at:

datenschutz@heuteundmorgen.de