

Privacy Statement on Media Analysis

Effective Date: March 2019

Thank you for agreeing to participate in our market study. For decades, Nielsen has set the global standard for consumer and market insight research. Our *insights* are based on cross-sections of the population and help our clients—such as manufacturers, retailers, media, nonprofits, and government entities—understand what consumers are seeing, hearing, and buying. Participation in our surveys and studies helps companies understand how consumers interact with their products and services.

The Nielsen group of companies (hereinafter “Nielsen”, “we” or “us”) protects your privacy. This Privacy Notice explains how we will use, share, and protect the data we collect in connection with your participation in this survey or study, as well as your interaction on our website (the “Website”). In addition, the privacy notice defines your options and legal rights in relation to such data. For more information about the Nielsen group of companies or about one or more of its companies that may process your data about your participation in this survey or study and the use of this Website, click [here](#).

Please note that this Privacy Notice only applies to data processed by us in connection with your participation in this survey or study and your interaction with this Website. This Privacy Notice does not apply to your participation in any other Nielsen survey, study or panel or to your use of or interaction with other websites, applications or online services administered or provided by third parties, including entities within the Nielsen group of companies. Other types of surveys, studies, panels, websites, applications and online services are governed by their own privacy notices, and we urge you to review them before disclosing any data.

Your participation in this survey or study is voluntary. If you do not agree to the terms of this Privacy Notice, please do not participate in this survey or study. If you have any questions about this Privacy Notice or about your data, go to the “Contact” section that appears below to find out our contact information.

- Our privacy commitment

By clicking “Accept All Cookies”, you agree to the storing of cookies on your device to enhance site navigation, analyze site usage, and assist in our marketing efforts.

[Cookies Settings](#)

Reject All

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- Disclosures and transfers of your data
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OUR PRIVACY COMMITMENT

Nielsen complies with all applicable privacy regulations, including the General Data Protection Regulation. In fact, it is essential for us to protect and keep confidential the data we collect about and from all respondents/participants, to prevent any third party interference with such data that could affect their behavior and the accuracy of our data. In addition, we will never use your personal data to advertise, promote, market or sell third party goods or services directly to you or members of your household.

Collection of your data

As a respondent/participant in this study or survey, we may collect or otherwise obtain data relating to you, your device and/or your use of this Website. Such data may include personal data (namely, data that by itself or in combination with others identifies you as an individual, such as your name, email address, telephone number and other data that can reasonably be related to you. as an individual). You can find additional information about the data we may collect about you below.

A. Data provided by you

As part of this survey or study, we will collect data about you that you voluntarily provide or disclose to us. Depending on the nature of the survey or study, the data may include:

- demographic data about you and/or your household such as age, gender, marital status, occupation, household composition, and income scale.

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- content or material you submit, download, or transmit to us, including without limitation, photos, videos, audio recordings, and messages/comments, as well as audio and/or video recordings that we may collect (with your permission) as part of a group reference or in a personal interview; and
- information from your social media profile or from your social media usage if you agree to participate in a survey or study through a social media platform or application provider such as Facebook or Twitter.

To the extent that any of the data you voluntarily share or disclose to us is sensitive personal data (for example, data relating to your ethnic or racial origin, political, religious or other similar beliefs, medical conditions or state of health, criminal record or union membership) or to the extent that we are obliged to collect such data as a result of an imposed legal requirement, where necessary, we will obtain your explicit consent and the use of such data in accordance with this Privacy Notice and the applicable legislation.

B. Data collected in connection with your use of this Website

As with most websites, when you visit and use this Website, we (or certain third parties may) collect data through cookies and similar technologies. This data may include usage log data (eg, when you view or click on content) and data from your device and network, including your IP address, browser operating system and version, features, and identifier device, access times and the addresses of the websites you access. Further information about the use of cookies and similar technologies can be found below in the “Cookies and similar technologies” section.

C. Data obtained from other sources

We may obtain data about you from other sources, generally related to your demographic characteristics, what you view and/or purchase, and your exposure to certain content or advertising.

We may obtain this data from various sources, including without limitation:

- manufacturers and/or sellers of products and services you purchase or use;

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We may combine the data we hold about you with data from these additional sources. By participating in this survey or study, you agree that we may obtain data about you from other sources such as those listed above, and use it for the purposes consistent with those described in this Privacy Notice.

USE OF YOUR DATA

We use your data according to the purpose or purposes for which it was collected or provided (as indicated above in the section “Collection of your data” or at the time of collection) or according to what is clear from the context of the collection.

In general, we will use your data to help us create different market research *insights for our clients*. Our clients can use those *insights* to understand, among other things, the types of programs that consumers are interested in and the types of products that consumers of different demographics would like to purchase. The *insights* also help our clients make informed decisions on various issues, such as the advertising method(s) to use (eg, digital/online advertising, mobile advertising, broadcast advertising, etc.).

When we produce a report and share *insights* with our clients, we use tools and methods that are designed to ensure that there is no reasonable possibility of identifying any individual respondent/participant. For example, if you are responding to a survey, we will combine your responses with those of other respondents to generate reports with aggregated data where you cannot be identified.

In addition, we may also create reports based on “modelled data” (eg, forecasts based on demographic and behavioral characteristics such as gender, age, and purchasing habits) that examine a sample group and predict which people with preferences or characteristics similar would have purchase intent. This allows advertisers, for example, to identify the potential audience for a marketing campaign.

In addition to using your data for the purposes of our market research as described above, we may use your data to:

• administer the study or survey;

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- communicate with you through any means (including email, telephone, text message or postal mail) regarding this survey or study and/or this Website, respond to your questions or requests or update/validate the data you we have on you;
- provide you with information about your participation in this survey or study, including where applicable, how to decline or access your reward or incentive for having participated;
- contact you to provide you with information about our activities, services, events and other information that may be of interest to you, offers to participate in other surveys, studies or panels administered by us (always subject to obtaining your prior and optional consent in to the extent required by applicable law);
- carry out research for quality, product, service, business development and other purposes (eg historical or longitudinal research);
- facilitate the financial management and management of our daily operations and any corporate transactions (eg, reorganization, merger, sale, joint venture, relocation, transfer, etc.);
- prevent, investigate, provide notices, or take action regarding fraud, criminal/illegal activity, and other unlawful conduct, technical/security issues, or unauthorized access to or use of the data from this Website or our data systems;
- protect the rights, property, operations, health, or safety of you, our company, or others;
- execute our agreements, comply with applicable laws and regulations and establish, exercise and/or defend our legal rights; and
- respond to subpoenas, court orders, or other legal process/requests and communications from law enforcement or other government officials.

LEGAL BASIS FOR THE PROCESSING OF YOUR PERSONAL DATA

Applicable law in your country of residence may require us to state our legal basis in this Privacy Notice, on which we rely to process your personal data.

If you are located in the European Union ("EU") or the European Economic Area ("EEA") we will process your personal data for the purposes described in this Privacy Notice based on

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interest for: (i) the effective and lawful administration of this survey or study, as well as the operation of our daily or business affairs; (ii) communicate relevant information to you; (iii) carry out market studies and generate analysis; (iv) effectively providing, developing and improving our products and services; (v) administer, maintain and operate our IT and security systems; (vi) adequately protect, defend and safeguard our networks; (vii) evaluate business and other corporate operations; (viii) manage and improve protection against fraud, spam, harassment, intellectual property infringement and risks to which we are exposed (for example, criminal and security risks); (ix) comply with the laws and regulations to which we are subject, including where applicable, the laws and regulations of countries other than your country of residence; and (x) to carry out our obligations and to enforce our legal rights.

- **Consent:** We may process your personal data based on your prior consent. We will only rely on this legal basis in relation to processing that is completely voluntary (i.e. not necessary or compulsory).
- **Compliance with legal obligations:** We may process your personal data if it is necessary for us to comply with a legal obligation arising from applicable law to which we are subject.

To the extent that we process any sensitive personal information relating to you, we will do so because: (i) you have given us your explicit consent to carry out such processing; (ii) the processing is necessary to file, exercise or contest legal claims; or (iii) because you have made the data public.

If you have any questions about the legal basis on which we collect and use your personal data, please email us at privacy.department@nielsen.com.

COOKIES AND SIMILAR TECHNOLOGIES

We (and certain third parties) may use cookies (small data files placed on your device) and similar technologies (for example, pixel tags, web beacons, etc.) to enable certain features and functionality and to collect additional data to help us to improve this Website and the way we offer you our content. More specifically, we may use cookies to identify your browser or device, display information more effectively, offer you personalized content, and

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If you do not want data collected from your device through cookies and similar technologies, most browsers allow you to control and reject the use of cookies through your browser settings. Please note, however, that if you reject the use of cookies or limit the ability of cookies on your browser or device, some of the features of this Website may not function properly and may affect your ability to participate in this survey. or study. For more information about cookies, including how to see what cookies have been set on your device and how to manage and delete them, visit <https://allaboutcookies.org/> .

Online advertising effectiveness cookies

In connection with certain surveys and studies, we may rely on cookies to help us collect additional information related to your shopping habits and exposure to certain content or advertising. Specifically, upon your voluntary acceptance, we will place the Nielsen online advertising/audience measurement cookie on your device, which will allow us to store certain information in your browser, including a unique cookie identifier, and also to access such information more late. When you visit an online ad that contains a Nielsen pixel tag, we may then read the information stored in the cookie, record when you viewed the ad, and collect additional data about your browser and device (for example, the type of device and the model, operating system and version, the IP address and location, which are derived from the IP address of your device). To the extent this data constitutes personal data or is combined with any of your personal data, we will handle it in accordance with this Privacy Notice.

Please note that if you no longer wish to participate in Nielsen online advertising/audience measurement research, you may unsubscribe by clicking [here](#) .

DISCLOSURES AND TRANSFERS OF YOUR DATA

In connection with one or more of the purposes described in this Privacy Notice, your data may be disclosed to different entities within the Nielsen group of companies, including:

- third party service providers, including providers of the following services (but not limited to): website or application hosting, management or support; data analysis or processing; Backups; data security and storage; data matching; Respondent selection

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- relevant third parties as part of a corporate transaction such as a reorganization, merger, sale, joint venture, assignment, transfer or other distribution of all or part of our business, assets or stock (including in connection with any bankruptcy or similar proceedings);
- competent government and public authorities, in each case, to comply with legal or regulatory obligations or requests or for the purpose of reporting any actual or suspected breach of applicable law; already
- other third parties that we deem necessary (for example, to protect the health, safety, rights or property of you, us or others) or that are appropriate for legal purposes (for example, in connection with lawsuits, disputes, litigation or to assert our legal rights).

All of the disclosures described above may result in the transfer of your personal data to countries or regions with data protection laws that differ from those of your country of residence. By participating in the survey or study and by interacting with this Website, you acknowledge that your personal data may be transferred to countries outside of your country of residence. In cases where your personal data is transferred outside of your country of residence, we will ensure that appropriate security measures are in place to protect your personal data.

Additional Information for EU/EEA Residents

If you reside in the EU/EEA and your personal data is transferred to a country that is determined by the European Commission to not provide an adequate level of data protection, the security measures in place may include a data transfer agreement with the data recipient based on the standard contractual clauses approved by the European Commission for the transfer of personal data. Optionally, in certain circumstances, your personal data may be transferred based on a specific derogation or exemption recognized by applicable data protection law. For more information about the transfers described above and the appropriate safeguards used with respect to such transfers, please email us at privacy.department@nielsen.com.

YOUR OPTIONS AND LEGAL RIGHTS

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review and limit the use of such data in accordance with applicable law.

Depending on your country of residence and under applicable law, you have the right to:

- request confirmation of whether or not we process any of your personal data;
- request access to or copies of your personal data;
- request that we update or correct your personal data (for example, if it is wrong or incomplete);
- propose restrictions on how we use your personal data (for example, if we have no legal right to continue using it) or limit our use of your personal data (for example, if your personal data is wrong or we hold it unlawfully);
- object to our processing of your personal data;
- revoke the consent you have given us to process your personal data (where we process your personal data solely on the basis of your consent and subject to certain legal limitations);
- request that your personal data be transferred to another organization in a structured, commonly used and machine-readable format (to the extent applicable);
- request that we delete your personal data; and
- file a complaint with the data protection or privacy authority in your country of residence regarding the processing of your personal data.

If you are interested in exercising one or more of the rights described above, please visit: <https://app-de.onetrust.com/app/#/webform/391293ec-4527-4822-b13c-bc46154b8528> . Since we want to avoid taking action with respect to your personal data at the direction of someone other than you, please note that we may ask you for information that verifies your identity before we can apply the rights mentioned above.

Additional Information for EU/EEA Residents

If you have any questions about our collection or use of your personal data, you can contact our EU Data Protection Officer at privacy.department@nielsen.com.

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MINORS

Nielsen understands the importance of protecting the privacy of minors, especially in the online environment. We do not allow children under the age of thirteen to participate in our surveys and studies, and we have measures in place to ensure that parents or legal guardians are made aware of their minor children's participation in our surveys and studies and have the opportunity to consent to their participation. (such consent can be revoked at any time). All the data of adults and minors will be managed in accordance with this Privacy Notice.

DATA SECURITY

We have implemented reasonable organizational, technical and administrative measures designed to protect your data against loss, misuse and unauthorized access, disclosure, alteration or destruction while such data is under our control. However, please note that data storage and transfer may not always be 100% secure.

DATA PRESERVATION

We will retain your data in an identifiable form only for as long as it is necessary for the purposes described in this Privacy Notice, unless a longer retention period is required under applicable law or necessary to resolve disputes, protect our legal rights or otherwise comply with legal or professional obligations.

UPDATES TO THIS PRIVACY NOTICE

We may update and make changes to this Privacy Notice from time to time in light of changes in business practices, technology and/or legal requirements. When we make changes to this Privacy Notice, we will revise the "Effective Date" at the top of this page and such amended or corrected version of such Notice will be effective as of that revision date. The most current version of this Privacy Notice will always be available here. We encourage you to review this Privacy Notice periodically to stay informed about how we use and protect your data.

CONTACT

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privacy.department@nielsen.com or you can write to us at one of the addresses provided below. forward.

If you live in the EU/EEA, please write to us at:

Nielsen
Nielsen House
Oxford Business Park South
John Smith Drive
Oxford OX4 2WB
United Kingdom
Attn: Legal Department

If you reside in a country outside of the EU/EEA, please write to us at:

Nielsen
85 Broad Street
New York, NY 10004
USA
Attn: Legal Department

WE THANK YOU AND VALUE YOUR PARTICIPATION

Nielsen Holdings plc (NYSE: NLSN) is a global performance management company that provides a comprehensive understanding of what consumers watch and buy. Nielsen's "Watch" segment offers advertising and media clients comprehensive audience measurement services across all devices where content is consumed (video, audio and text). The Buy segment offers manufacturers and retailers of consumer packaged goods the industry's only global view of retail performance measurement. By integrating information from its "Watch" and "Buy" segments and other information sources, Nielsen provides its clients with world-class measurement and analysis that help improve performance. Nielsen, a company listed on the S&P 500 Index, It is present in more than 100 countries representing more than 90% of the world population. For more information, visit www.nielsen.com.

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