

## **GOOD PRACTICES CONCERNING PARTICIPATION IN OPINION AND MARKET RESEARCH OFFERED BY IQS**

**IQS sp. z o.o. is aware of the accountability connected to protecting and respecting the privacy of our respondents, participants in the research projects conducted by the company. This document specifies the rules regarding the good practices in this area. The scope of data acquired from the respondents is found in the agreements/ consent documents the respondents accept prior to joining a project. No identification data for any purposes is shared with any third parties, unless we clearly communicate such a need beforehand and request consent in advance.**

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### **THE PURPOSE AND THE CONTRACTING PARTY IN MARKET AND OPINION RESEARCH**

We guarantee that participation in the market research conducted by us is not connected to the risk of receiving any advertisements or offers. The objective of the research is to learn the opinions of people and institutions using research methods. The research results are used for formulating general conclusions, based on which decisions can be made concerning business as well as social matters. The results of the research are presented in a form that makes it impossible to reconstruct what individual respondents said. The study is conducted by IQS Sp. z o.o. or capital-associated entities in the form of a group of businesses. When conducting our research, we adhere to the ICC/ ESOMAR International Code of Market and Public Opinion research and the guidelines of the Polish association of market and public opinion research companies – OFBOR (Organizacja Firm Badania Opinii i Rynku).

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### **CONFIDENTIALITY**

Any answers that you provide in our research projects is treated as confidential. If the survey asks for any personal data, it will be used only for the purposes of the study and only if you agree. Your data is always used only for purposes tied to research execution, never for other purposes. No personal information is never acquired without Your prior consent and knowledge. We adhere to all the laws regarding the protection of Your personal data, which we inform about explicitly when we are asking for such data, unless we are confident that you had already been informed of that. Removing the data takes place by implementing procedures, as a result of which, all records making it possible to identify the data source are erased.

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### **VOLUNTARY PARTICIPATION**

Participation in the research at any stage is completely voluntary. This means that you do not need to fill out any survey if you prefer not to. At the start of each project, we introduce ourselves and ask for consent to participate.

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### **PROTECTING CHILDREN**

We enter into agreements regarding research participation only with legal age persons. Persons below 18 may exceptionally be asked to participate in research following the consent of their legal guardian. We make extra efforts into making sure that these guardians are properly verified. However, we cannot guarantee that every participant follows our rules.

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### **UNPAID PARTICIPATION**

Participation in research – with the exception of qualitative research (in-depth interviews and focus groups), where respondents receive payment – is not paid. This means that people participating in research do not receive any remuneration and do not incur any costs (besides the possible standard fees paid for i.e. Internet access).

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## **DATA PROTECTION**

In order to conduct research, IQS acquires and processes personal data in accordance with the Resolution of the European Parliament and Council (EU) 2016/679 from April 27<sup>th</sup>, 2016 on the protection of individuals in connection with personal data processing and on the free flow of such data and the revocation of directive 95/46/CE (GDPR) (OJ EU L. 2016, No 119, p. 1 later ammended).

All of the data we acquire is properly secured and protected. Any information regarding personal data processing is outlined as stated in the Disclosure Requirements in compliance with art. 13 and 14 GDPR at the moment of inviting the individual to participating in the study, unless we are certain that such information had been provided before. The rules governing data processing on IQS www services are stated in our Privacy Policy.

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## **CONTACT US**

If You have any questions or doubts in connection with participating in the research, You can contact us under [kontakt@grupaiqs.pl](mailto:kontakt@grupaiqs.pl) and the phone number +48 22 592 63 00. IQS Sp. z o.o. is located at Mangalia 2A in Warsaw. Our Personal Data Officer can be contacted under: [iod@grupaiqs.pl](mailto:iod@grupaiqs.pl).