



Kantar UK

PRIVACY & COOKIE POLICY FOR 2021 "ALL IN SURVEY" ("Policy")

Last updated: 9th March 2021

Introduction

We (Kantar UK Limited, "Kantar" or "we") are conducting a research survey on behalf of The Advertising Association, IPA and ISBA.

The survey is conducted on an anonymous basis. Your responses will be combined with others across the advertising industry and never reported individually. Your responses will be stored securely, and we will not seek to identify anyone from their responses. You are under no obligation to answer any question; every question has the option to select 'prefer not to answer' if you do not feel comfortable answering. We just ask that anything you do answer, you answer in a truthful way. The purpose of the study is to create an aggregated industry census, recorded to provide the very best record of the make-up of UK advertising's workforce and a vital benchmark for progress in the areas of Inclusion and Diversity. The aggregated results will be used to inform an action plan to be launched at an industry summit this summer addressing how greater inclusivity across all areas of the industry's talent will be achieved. Industry level results will be published on the Advertising Association website: <https://adassoc.org.uk/all-in/>

Collection and use

We have contacted you to take part in this survey online via an open survey link being shared with your company representative for onward circulation in your business.

This Policy explains how we collect, store and use the information you provide when taking part in this online survey. You may decline to answer any questions or withdraw from participation in the survey at any time.

This survey link will have been made available to you by a member of your organisation in order to understand your experiences pertaining to inclusion and diversity in your company. You will be asked to provide various demographic information – some of which covers sensitive topics. This includes information relating to your working status, racial or ethnic origin, religious or philosophical beliefs, your health and your sexual orientation.

The survey is entirely voluntary and you will always be able to choose whether or not to provide this information, which is collected on a totally anonymous basis and only reported at aggregate levels. If you prefer not to answer one or more questions in the survey, please select this option.

We will never misrepresent ourselves or what we are doing. If you receive an email that concerns you, purporting to be from us, please let us know as shown in the 'How to contact us section below'.

Third parties and information sharing:

You can be assured that we will protect your privacy. We will not make your information available to anyone without your agreement unless it is for research or statistical purposes only or if required by law, or if you have agreed otherwise.

Your information may be collected, stored, transferred or processed by our sister companies within the Kantar group, or 3rd party service providers for survey-related purposes, such as information processing, within the EEA. All parties are contractually bound to keep any information they collect and disclose to us or, we collect and disclose to them, confidential and must protect it with security standards and practices that are equivalent to our own.

Confidentiality, security and industry requirements:

We have appropriate technological and organisational measures in place to protect your information and take all reasonable steps to ensure your information is processed securely. All information you provide us is stored in secure servers and environments. Unfortunately, no information transmission can be guaranteed to be 100% secure. As a result, while we strive to protect your information, we cannot ensure or warrant the security of any information you transmit to us or from our online products or services, and you do so at your own risk. Once we receive your transmission, we will take reasonable steps to ensure our systems are secure.

All our third party contractors, site service providers and employees are contractually obliged to follow our policies and procedures regarding confidentiality, security and privacy.

We combine your survey responses in this survey with the responses of all others who participate and report those combined responses to the AA, ISBA and IPA. The results will be published as an overall industry census. Company results will be available upon aggregation thresholds being met to ensure anonymity. We would not provide any results that might identify an individual. No respondent/level data will be published or made available to preserve anonymity at all times.

Cookie disclosures:

Cookies are small text files stored on your computer or device by a website that assigns a numerical user ID and stores certain information about your online browsing. They are used by web developers to help users navigate their websites efficiently and perform certain functions. The website sends information to the browser which then creates a text file. Every time the user goes back to the same website, the browser retrieves and sends this file to the website's server.

For this survey, cookie usage is in place to track your progress through the survey so that you are able to save your progress and return to the same point in the survey at a later date. Once you submit your response at the end of the survey, a cookie will remain on your device to show that you have completed the survey. This cookie does not contain any survey data, it is purely there to track completion.

We do not use cookies in this survey to collect any information such as Internet Protocol address (IP address), browser type, Internet Service Provider (ISP); referring/exit pages, operating system and date/time stamp.

Information storage and retention:

Information will be retained only for such period as is appropriate for its intended and lawful use, in this case we shall retain information for no longer than 12 months, unless otherwise required to do so by law. Information that is no longer required will be disposed of in ways that ensure their confidential nature is not compromised.

As part of the Company Business Continuity plan and as required by ISO 27001, ISO 9001, ISO 20252 certifications where held, and in certain instances the law, our electronic systems are backed up and archived. These archives are retained for a defined period of time in a strictly controlled environment. Once expired, the information is deleted and the physical media destroyed to ensure the information is erased completely.

How to contact us:

We are a Kantar Group Company. Our registered name and address is

- o Kantar UK Limited TNS House, Westgate, London W5 1UA



- o UK Companies House number 3073845

If you have any questions about this survey please contact us at QIS@kantar.com or in writing to Quality and Information Security team, 6 More London Place, London, SE1 2QY, and we will have somebody contact you.