



Ethnoscaples Global

Last Revised 9/10/18

Privacy Statement

This research is being conducted by Ethnoscaples Global, LLC.

Contact

Please contact Ben Willett at ben.willett@ethnoglobal.com with any questions about this research or Ethnoscaples Global LLC.

Confidential

The key principles of professional market research are honesty, objectivity, confidentiality and transparency. We are members of the American Marketing Association, American Anthropological Association, and the National Association for the Practice of Anthropology. We follow their codes of conduct for research and we are also adherents to the ICC/ESOMAR International Code of Marketing and Social Research Practice (<http://www.esomar.org>)

How we share personal data

We will disclose your personal data only for the specific research purposes of this project and to those third parties, as described below. Ethnoscaples Global will take appropriate steps to ensure that your personal data are processed, secured, and transferred according to applicable law.

Within Ethnoscaples

Ethnoscaples Global is a small organization. However, your data may be transferred among employees as needed for data processing and storage, providing you with access to our services, and providing customer support. We do not disclose participants' personal data in market research projects to third parties outside of Ethnoscaples Global unless the participants have declared their prior explicit consent for the specific purpose.

External service providers

Where necessary, we will commission other companies and individuals to perform certain tasks contributing to our services on our behalf within the framework of data processing agreements. We may, for example, provide personal data to agents, contractors, or partners for hosting our databases and applications, for data processing services, or to send you information that you requested, or to call-centers for provision of support services or interviewing during market research projects. We will only share or make accessible such data to external service providers



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to the extent required for the respective purpose. This data may not be used by them for any other purposes – not for their own or third-party purposes. Ethnoscaples Global's external service providers are contractually bound to respect the confidentiality of your personal data.

Business Transfers

In connection with any reorganization, restructuring, merger or sale, or other transfer of assets (collectively "Business Transfer"), we will transfer information, including personal information, in a reasonable scale and as necessary for the Business Transfer, and provided that the receiving party agrees to respect your personal data in a manner that is consistent with applicable data protection laws. We will continue to ensure the confidentiality of any personal data and give affected users notice before personal data become subject to a different privacy policy.

Public Bodies

We will only disclose your personal data to public bodies where this is required by law. Ethnoscaples Global will, for example, respond to requests from courts, law enforcement agencies, regulatory agencies, and other public and government authorities, which may include such authorities outside of your country of residence.

Data Retention

Unless you object to our processing of your personal data and/or demand erasure of your personal data (described under "your rights"), contact details used as part of the participation in research are stored for the duration of the project and for a period of one year thereafter, following which the personal data is securely deleted.

Your Legal Rights

Right to withdraw consent: Where the processing of personal data is based on your consent you may withdraw this consent at any moment.

Right to rectification: If the personal data we hold about you is incorrect you have the right to advise us so and to have the information corrected / updated.

Right to access: You have the right to access any personal data we hold about you and to request a copy of that personal data. You may obtain from us one copy, free of charge, of personal data we hold about you. We reserve the right to charge a reasonable fee for each further copy you may request.



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Right to portability: At your request, we will transfer your personal data to another controller, where technical feasible, provided that the processing is based on your consent or necessary for the performance of a contract.

Right to object: You may object – at any time – to the processing of your personal data due to your situation, provided that the processing is not based on your consent but on our legitimate interests or those of a third party. In this event we shall no longer process your personal data, unless we can demonstrate compelling legitimate grounds and an overriding interest for the processing or for the establishment, exercise or defense of legal claims. If you object to the processing, please specify whether you wish the erasure of your personal data or the restriction of its processing by us.

Right to lodge a complaint: In case of an alleged infringement of applicable privacy laws, you may lodge a complaint with the data protection supervisory authority in the country in which you live, or where the alleged infringement occurred.

Exercise Your Legal Rights

Exercise your legal rights: To exercise your legal rights, please contact our privacy helpdesk in writing or text form (e.g. email ben.willett@ethnoglob.com or send a letter to the address below).

Security

Ethnoscapex Global takes data security seriously. We apply an appropriate level of security and have therefore implemented reasonable physical, electronic, and administrative procedures to safeguard the data we collect from accidental or unlawful destruction, loss, alteration, unauthorized disclosure of, or access to personal data transmitted, stored or otherwise processed. Our information security policies and procedures are closely aligned with widely accepted international standards and are reviewed regularly and updated as necessary to meet our business needs, changes in technology, and regulatory requirements. Access to your personal data is granted only to those personnel, service providers with a business need-to-know or who require it to perform their duties.

In the event of a data breach containing personal data, Ethnoscapex Global will follow all applicable data breach notification laws.

Research findings will always be reported accurately and never used to intentionally mislead anyone, in any way.

Voluntary



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As with all forms of marketing and opinion research, your cooperation is entirely. No personal information is sought from or about you without your prior knowledge and agreement.

You are entitled at any stage of the interview, focus group, survey, observation, or other form of research data gathering activity – or subsequently – to ask that part or all the record of your participation be removed or deleted. Wherever reasonable and practical, we will observe such a request.

Unsolicited Mail

We will not send unsolicited mail or pass on email addresses to others for this purpose.

Validation

By request, Ethnoscaples Global's client, or a mutually acceptable representative, may observe a limited number of interviews, focus groups, or other data gathering activities to check for quality and data preparation. In certain cases, such as panels or where a Respondent might be known to (or be in subsequent contact with) the Client, previous agreement of the Respondent will be sought.

Anonymizing personal data

Ethnoscaples Global's customary practice is to anonymize personal data. As such, any project data that is being shared is already anonymous. For example, even if we give our clients very detailed information about a respondent for the purpose of analysis, the clients will not be able to connect that data to an identifiable person.

Legal notice

Please be aware that any third-party websites that you may link to from here are out of the control of Ethnoscaples Global. Ethnoscaples Global is not responsible for the privacy practices or the content of such websites.

No warranties or representations

Information in this website is provided as is. In no event will Ethnoscaples Global or licensor be liable to any party or any direct, indirect, special or other consequential damages for any use of this website, or on any other hyperlinked website, including, without limitation, any lost profits, business interruption, loss of programs or other data on your information handling system or otherwise, even if we are expressly advised of the possibility of such damages.



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In addition, it is up to you to take precautions and to ensure that whatever you select for your use is free of such items as viruses, worms, Trojan horses and other items of a destructive nature.

Information on this website may contain technical inaccuracies or typographical errors and may be changed at any time without prior notification or obligation.

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