

Privacy policy for survey participants

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Market Insight Sweden AB (Market Insight) is a consulting company that conducts market analyzes and surveys for companies and organizations in different industries. The results from our surveys are important grounds for decisions for our clients. Privacy issues are taken most seriously and we follow the guidelines recommended by international trade organizations. The information we collect is processed into statistics and is anonymised before reporting, unless expressly agreed otherwise. We treat all personal data and individual responses confidentially. The purpose of this policy is to let you know why you can feel safe with Market Insight's processing of your personal data and what rights you have if we process your personal data.

What is personal data?

Personal data is information that can identify a living individual, e.g. name, personal identification number, telephone number, email address, location data, network identifier, images or videos.

What is processing of personal data?

Every action or combination of actions performed with personal data is to be regarded as processing, whether performed automatically or manually. Examples of the processing of personal data by us at Market Insight are collecting, registering, organising, structuring, storing, processing, modifying, developing, reading and usage. Restriction, deletion or destruction are other examples that also constitute processing.

What personal data do we process and for what purposes?

Market Insight conducts surveys and data collection with both private individuals (B2C) and companies (B2B). This policy explains how we collect, store, process and use the personal data you provide us with when you participate in any of our interviews, surveys or studies like completing a web survey, postal questionnaire, telephone interview, visiting interview or being interviewed by us in the street.

When you participate in any of our surveys or studies we may ask questions about different things such as your opinions about matters but also demographic factors such as your age, residence or household. You can always choose to refrain from answering any questions or stop participating if you wish. Participation in Market Insight's surveys is always voluntary.

The information about you that we collect and process is what we need as a minimum to achieve the purpose of the specific processing.

We will never misrepresent ourselves or what we do. If you are contacted by us in a way that troubles you, for example by email, phone, letter, text message or in the street, we would like to hear from you under. Please contact us at info@marketinsight.se.

Surveys

Most of those participating in our surveys consist of panel members in one of the major Internet panels administered by our suppliers and partners. Through this type of surveys we never take part of personal information, we only see the answers to the questions. But we also conduct a large number of surveys aimed at our clients' customers so that they can gain important insights into developing their business. In cases where we get a sample of contact information from a client, we will contact you mainly by phone or email.

The selections of private individuals is drawn and purchased normally from Itesco AB. All this information is retrieved from the public registers. The information is only used for the specific study for which it was collected. When we buy addresses you are randomly selected. Where appropriate, we may also have received your contact information from a specific client or searched for it in public domain on open pages on the internet and social media.

The most common ways in which we contact you as a respondent are via telephone (phone call or text message), email or regular post. Sometimes we may be interested in contacting a specific target group, such as people between 20-29 years of age living in Lund, and if you are in this age range and live in Lund you may be randomly invited to one of our surveys.

It is possible to register with the NIX registry to avoid being contacted regarding direct marketing and sales. However, market and opinion polls are exempted from these provisions as these surveys are considered important and in the public interest. We are only interested in your opinions and responses and will never attempt to sell or promote any product to you, either in connection with or as a result of participation in our surveys.

We treat your answers confidentially

Our task is to provide a correct view of the public's opinion, attitudes and behaviour. In order to achieve this, and to get as representative a picture as possible, it is important that as many as possible of those we ask want to participate in our surveys. By participating in our surveys you will be given the opportunity to share your views and influence social change and the development of products and services.

When you participate in our surveys we guarantee that you are anonymous to our client, unless you consent otherwise. Market Insight and our partners treat all personal data confidentially. We will never publish the responses of an individual. Personal data is handled by a small number of employees who are bound by professional secrecy. Our surveys are conducted in line with the EU General Data Protection Regulation (GDPR) and applicable guidelines and industry standards for the processing of personal data.

When you participate in our surveys, you agree that the information you share will be stored for up to two years but usually the information will be deleted within three months after the survey being carried out and reported. The information is used for statistical analyses, market research purposes and for targeted selection.

We comply with the laws, guidelines and industry standards that apply to our business, we respect the confidentiality and anonymity of our participants and we protect your personal data. In addition to GDPR this also includes ethical rules and industry standards.

Third parties and international data transfer

You can be sure that we will protect your privacy. In surveys conducted by Market Insight, your personal data will not be available to any third party without your consent unless the processing is done in the context of the consent you gave in our interviews or measurements, or unless required by law.

We may share your personal data with our partners, for example to invite you to interviews (e.g. telephone or mail) or carry out interviews (collection platform providers). If these transfers take place across country borders or outside the EEA we shall put in place safeguards to ensure that the transfer is done by legitimate methods based on the requirements of the GDPR.

Your personal information may be collected, stored, transferred or processed by our sister companies or third-party providers for survey-related purposes such as data processing and in order to meet our commitments. In these cases, we have clear agreements on site that govern how the data can be processed, for what purpose and for how long. It is also a requirement that these third parties must protect them with security standards and practices that are as strict as ours.

Security measures

We take appropriate technical and organisational measures to protect the personal data we process, both when transferring and storing. Our security procedures are in accordance with generally accepted commercial standards used to protect personal data. All our employees are committed to complying with our policies and practices regarding confidentiality, security and privacy

Your rights as a data subject

According to GDPR, you have the right to access, correct or delete your personal data from our systems unless we have legitimate interests to continue processing them. From May 25, 2018, you may also have the following rights if we hold personal information about you:

- The right to limit the processing of your personal data
- The right to withdraw your consent to our use of your personal data

If you inform us that you wish to exercise any of these rights, we will respond within 30 days. We will also notify third parties, to whom we have transferred your personal data, of changes made based on your request. Please note that we will contact these third parties but are not responsible for their actions in connection with your request. You may need to contact them yourself to exercise your rights as registered against these third parties such as access to your personal data, correction, alteration, or deletion where they are incorrect.

You are entitled to receive an extract of the personal data we have registered about you, and you are entitled to obtain an extract of this data if you request it, within 30 days. If the data is incorrect, incomplete or irrelevant you are entitled to apply for the data to be altered or deleted. For registry extracts, we may require you to provide identification in order for us to ensure that we do not disclose your personal data to any unauthorised person.

Storage

Personal data will only be stored for the period appropriate for its legal use. The storage time may therefore vary depending on how long the processing lasts, but generally no personal data will be stored for longer than two years unless otherwise required by law. Personal data that is no longer required will be deleted in a manner which ensures that the confidential nature is not compromised.

Your answers are only used for survey purposes

Market Insight collects data for market research, opinion polls and other types of statistical surveys. The information you share with us is not used for any kind of marketing or sales directed at you. Our customers only have access to information that is statistically processed so that it is not possible to see individual responses together with information that can identify individuals, unless otherwise explicitly agreed.

Voluntary participation

It is voluntary to participate in our surveys, and you can terminate a survey at any time, if you so wish. We understand and respect that there may be individual questions that you do not wish to answer. You can always choose not to answer individual questions by selecting "Don't want to answer," "Don't know", or equivalent.

Contact and complaints

You are always welcome to contact Market insight for questions regarding the processing of personal data or if you wish to withdraw your consent. You reach us at info@marketinsight.se.

Our mailing address is Market Insight Sweden AB, Sabelgränden 4, SE226 48 Lund, Sweden