

## Privacy Notice

### What types of personal information we collect?

Adivo Associates is a Controller of the personal data you (data subject) provide us. If you are a research or survey respondent, or member of our panel, we will collect personally identifiable information from you. This may include your email address, home or work address, telephone number, and, in some cases where the respondent selects Electronic Funds Transfers as the remuneration means, banking information.

Our Personal Data Protection Policy governs the use and storage of your data. You can see our Personal Data Protection Policy by contacting our controller at [data.controller@adivoassociates.com](mailto:data.controller@adivoassociates.com).

### What is our legal basis for using your personal information?

Adivo Associates will only process your personal information where we have a legal basis to do so. Under EU and UK data protection laws, in almost all cases, the legal basis will fall under contractual necessity. The contractual necessity applies because we need to use your personal information so that we can process any honoraria payment, if selected.

### How long will we keep your personal information?

We will keep your information for as long as we need it for the purpose it is being processed for. You can notify us at any time if you no longer wish to have Adivo Associates retain your personal data. Please contact our Data Controller at [data.controller@adivoassociates.com](mailto:data.controller@adivoassociates.com) for more information on our Data Retention Policy.

### Controller of Personal Information

Any personal information processed by Adivo Associates in connection with this Privacy Policy is controlled by Adivo Associates LLC, which is considered the “data controller” of your personal information under European Union and UK data protection law. Our address is One Post Street, Suite 2750 San Francisco, California 94104.

### Subcontractors and Third Party Services

We may share your personal information with the following trusted vendors to provide services, such as honoraria processing:

- Transferwise
- Zoho

Adivo Associates may engage an independent 3rd party contractor to assist in the analysis or collection of research data. Adivo Associates will not engage a subcontractor unless they agree to abide by this privacy policy.

### Cross-Border Data Transfers

Your personal information may be sent to and stored by us and third parties in countries outside the country in which you are located and outside the European Economic Area and the UK. We may transfer your data to parties in countries outside the country in which you are located to provide services to us, like honoraria processing.

If your personal information is transferred outside the European Economic Area or the UK because we are using a service provider in a third country, we will implement safeguards so that your personal information continues to be protected to the standards set out in this privacy policy.

If you would like more information on these safeguards, please contact our Controller at [data.controller@adivoassociates.com](mailto:data.controller@adivoassociates.com)

### **Security of your personal information**

Adivo Associates secures your personal information from unauthorized access, use or disclosure. Adivo Associates secures the personally identifiable information you provide on computer servers in a controlled, secure environment, protected from unauthorized access, use or disclosure.

### **Access to personal information**

Upon request, Adivo Associates will provide you with your personal information that Adivo Associates has stored. You have the option to delete or correct said information as requested. Such access does not include survey data. Requests can be made to [data.controller@adivoassociates.com](mailto:data.controller@adivoassociates.com).

In the event that you wish to complain about how we have handled your personal data, please contact Data Controller at [data.controller@adivoassociates.com](mailto:data.controller@adivoassociates.com) or in writing to:

Data Controller  
One Post Street, Suite 2750  
San Francisco, California 94104

Our Data Controller will then look into your complaint and work with you to resolve the matter. If you still feel that your personal data has not been handled appropriately according to the law, you can contact the Federal Trade Commission and file a complaint with them.

### **Withdrawing Consent**

You may withdraw your consent at any time. If you wish to withdraw your consent please email [data.controller@adivoassociates.com](mailto:data.controller@adivoassociates.com) and request the data subject consent withdrawal form.