PRIVACY & COOKIE POLICY FOR SURVEYS ("Policy")

Last updated: 25.08.2025

We conduct market research on behalf of our clients. This privacy policy is applicable to online survey research, telephone survey research and face to face interviews performed by BBSS EOOD, a company founded in Bulgaria under register number 175031719 with an office address 38-40, Osogovo str, Sofia 1303, Bulgaria, operating BGInTouch and SeeInTouch panels.

To this Policy, the definition of 'personal data' is information relating to an identifiable living individual. The terms personal data and personal information are used interchangeably.

By participating in the research, you agree to the processing of your personal data as described by the Policy. We ask you to read this privacy policy carefully.

Lawful collection and use

This Policy explains how we collect, store and use the personal data you provide when taking part in an online, face to face, postal or telephone survey for us or other market research methodologies.

When we conduct surveys, our interviewers/online website platforms and questionnaires clearly identify us and explain the purpose(s) of our contact and if applicable, the purpose for our collecting your personal data.

When you register for surveys, you may voluntarily provide personal information (name, gender, date of birth, and email). We use this info to contact you to participate in relevant surveys, and for incentives from surveys as applicable.

When you participate in surveys, we collect your answers, merge them with the answers of other participants, and provide the results to our clients. Your answers are provided in a general, anonymous form, which means that the information will in no way carry or give personal details to you.

You may decline to answer any questions or withdraw from participating in a survey at any time.

When we contact you, generally in person, by telephone, by email or by post, we do so for one of the following purposes:

Case	Purpose	Data collected/ processed	Legal Basis
Inviting you to participate in our surveys	To provide the opportunity for a sample representative of individuals to participate in our surveys.	Dialed phone numbers (randomly dialed), SMS, postal address, email address, invite in social media	Legitimate interest or consent (as applicable) We have a legitimate interest in contacting a representative sample of individuals to invite them to our surveys. We/ Client has your consent to contact you to invite to a survey
Surveys	To understand your views and/ or behavior on products and services or To validate answers, you gave in a recent survey conducted. To administer participation e.g. prize draws, incentives, pre-tasks etc. To re-contact participants e.g. for ongoing and follow-up surveys.	Unique identifier, contact details, email address, voice, image, opinions, perceptions, behaviors, and demographic information, such as your age, gender, region, others.	Voluntary participation in a survey whereby we ask for your consent to use your personal data.
Fraud Protection	Protection of our business interests against fraudulent behaviors.	IP addresses, browser and device specifications, postal & email addresses	Legitimate interests in protecting our business against fraud or other prohibited behavior.
Survey Participation Uniqueness	Prevention of multiple entries in surveys by the same individuals.	IP address, browser or device specifications	Legitimate interests in preventing multiple entries by the same individual.
Data Matching and Enrichment	We enrich the data we hold on to file about you by matching your personal data with other data sources and third parties who specialize in data management.	Unique identifier, contact details, email address, social login, cookie, mobile device ID	Voluntary participation in a survey, you are asked to consent to use your personal data.
Managing telephone survey opt-outs	When an individual has requested not to be telephoned again, we hold their details to enable this.	Name and telephone number	Legitimate interests to retain the info to fulfil the individuals request.

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 below in 'How to contact us".

We have contacted you to take part in a survey by telephone, post, face to face or online by:

- Receiving your email/ contact from the registered account to our websites to join our Panels
- Your proactive click on a link you've seen online or on social media to participate in one of our surveys
- Receiving your contact details from the client, we are conducting the survey for, with whom you may either be registered, received products or services from or generally dealt with
- Buying sample from a sample provider
- Sourcing your information from publicly available resources
- Receiving your contact information from a recruiter that has been in contact with you
- Randomly knocking on your door
- Randomly ring your number using a Random Digit Dialer (RDD)
- Having your previous agreement to be re-contacted to possibly participate in further surveys

Third parties and data transfer across borders:

We collect and process personal data for the purposes described above, but we do not share or sell your personal data to any third party, unless it is required by law or you have agreed otherwise.

Your personal data may be collected, stored, transferred or processed by our sister companies or 3rd party service providers for survey-related purposes, such as data processing, and fulfilment of prize draws or other incentives both within and outside EEA.

All parties are contractually bound to keep any information they collect and disclose to us or we collect and disclose to them confidentially and must protect it with security standards and practices that are equivalent to our own.

If your personal data has been transferred to, stored, or otherwise processed to a territory outside EEA (as applicable) and that territory has not been recognized as providing an adequate level of protection of personal data, we will put in place an appropriate legal safeguard. For example, if you are outside EEA, standard contractual clauses approved by the European Commission and other relevant authorities would be used if we process your data in the EEA.

Confidentiality, security and industry requirements:

Confidentiality

Your survey responses are confidentially handled. For market research surveys we combine all participants' responses to report on an aggregated basis (without identifying the individual respondents or providing personal information) to the client that commissioned the study.

If a research project requires us to identify you individually or provide your personal information with your survey responses to the client that commissioned the study, we will ensure you are made aware

of this prior to your participation and obtain your consent.

The only exceptions when we may disclose your personal data or survey responses to third parties are as follows:

- You request or consent to sharing your identifying information and/or individual responses with a third party for a specified purpose.
- When we provide your responses to a third-party processor who is contractually bound to keep the information disclosed confidential, and to use it for specified research-related services, such as data processing, fulfilment of prize draws or other incentives.

Security of personal information

We have appropriate technological and organizational measures in place to protect your personal data and take all reasonable steps to ensure your personal data is processed securely. All information you provide us is stored in secure servers and environments. Unfortunately, no data transmission can be guaranteed to be 100% secure. As a result, while we strive to protect your personal data, 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.

Accuracy of personal information

We take all reasonable steps to keep your personal data accurate, complete, current and relevant, based on the most recent information provided to us. If you would like to update your personal data, please contact us using the details below.

We rely on you to help us keep your personal information accurate, complete and current by answering our questions honestly and you are responsible for ensuring that the data controller (which may be us or - more often - our client) is notified of any updates or changes to your personal data.

Sensitive data collection:

In our survey we may request to collect personal data that is classified as “special categories” of personal data. This includes racial or ethnic origin, political opinions, religious or philosophical beliefs, or trade union membership, genetic data, biometric data for the purpose of uniquely identifying a natural person, data concerning health or data concerning a natural person's sex life or sexual orientation. You will always be able to choose whether to provide this data to us to be used as described.

Underage respondents

Individuals below 16 years of age may be contacted to participate in surveys only with parental consent.

Cookie disclosures (only for online survey participants):

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.

As is true of most online surveys, we gather certain information automatically and store it in survey data files. This information may include things like Internet Protocol address (IP address), browser type, Internet Service Provider (ISP); referring/exit pages, operating system and date/time stamp.

We use this automatically collected information to analyze trends such as browser usage and to administer the site, e.g. to optimize the survey experience depending on your browser type. We may also use your IP address to check whether there have been multiple participations in the survey from this IP address. Cookies may be used to provide better survey experience, quality control, validation, to enable or facilitate survey participation by improving target group recognition, tracking of completed surveys as necessary for website operation and for fraud detection and/ or prevention.

We will not use cookies to collect personally identifiable information about you, and We do not link the information we store in cookies to any information you submit while on our site (e.g. your answers to a survey), but we may link it to your overall socio-demographic profile.

By using our websites and agreeing to this Cookies and Privacy Policy, you expressly consent to the use of cookies or other similar tracking technologies as described in this Privacy Policy.

Rights of individuals:

To request access to personal data that we hold about you, you should submit your request in writing to the e- mail address shown below in “How to Contact Us”.

If you contact us using an email address or contact details for which we do not hold a record of, you will also need to provide a copy of a valid government issued official identification – ID or passport.

You have the following rights in relation to your personal data:

- Right to change your mind and to withdraw your consent
- Right to access your personal data
- Right to rectify your personal data
- Right to erase your personal data from our systems, unless we have legitimate interest reasons for continuing to process the information
- Right to port your personal data (portability right)
- Right to restrict processing of your personal data
- Right to object to the processing of your personal data
- Right to not be discriminated against for exercising any of the rights available to you under applicable data protection laws

If necessary, we will notify any other parties such as our suppliers or service providers to whom we have transferred your personal data of any changes that we make when you make a request. Note that while we communicate with these third parties, we are not responsible for the actions taken by

these third parties to answer your request. You may be able to access your personal data held by these third parties and correct, amend or delete it where it is inaccurate.

Data storage and retention:

Personal data will be retained only for such period as is appropriate for its intended and lawful use, unless otherwise required to do so by law. Personal data 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 in certain instances the law, our electronic systems are backed up and archived. These archives are retained for a defined period in a strictly controlled environment. Once expired, the data is deleted and the physical media destroyed to ensure the data is erased completely.

Notification of material changes:

We keep our privacy policy under regular review, and it may be amended from time to time. We will always have the most up-to-date policy on this web page. We will record when the policy was last revised.

How to contact us:

If you are not happy with the way we have processed your personal data, we'd like a chance to put that right. Please contact us, we will respond. Depending on your jurisdiction, you may also have the right to complain to a supervisory authority.

You can contact us by e-mail: dpo@intouch-panels.com

We will investigate all complaints and attempt to resolve those that we find are justified. If necessary, we will amend our policies and procedures to ensure that other individuals do not experience the same problem.