

Information on data protection: Information on the handling of your personal data - Participants in market research studies

SKOPOS NOVA GmbH (hereinafter referred to as SKOPOS) works in accordance with the provisions of the EU General Data Protection Regulation (GDPR) and all other data protection regulations as well as the guidelines and quality standards of the German market and social research associations. SKOPOS is a member of ADM (Arbeitskreis Deutscher Markt- und Sozialforschungsinstitute), BVM (Berufsverband deutscher Markt- und Sozialforscher e.V.) and the German Society for Online Research, DGOF.

Please remember that personal data is required as part of our survey. Naturally, we will only process the data required for this purpose. If we request additional data from you, we will inform you of this and point out that this information is voluntary. Incidentally, we do not carry out any automated decision-making processes.

Data protection is very important to us. We would therefore like to inform you comprehensively and clearly about how we process your personal data. We process your data in compliance with the GDPR.

Contact details

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Germany

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Fax: +49 (0) 2233 9988-111

info@skopos-nova.de

Contact details of the data protection officer

A legally prescribed data protection officer has been appointed for our company and can be contacted by post at the above address of the person responsible with the addition DATA PROTECTION or by e-mail at the e-mail address: [datenschutz\(at\)skopos-group.de](mailto:datenschutz(at)skopos-group.de).

General information

Participation in the survey is voluntary. You have the right to withdraw your consent at any time with effect for the future in accordance with Art. 7 (3) GDPR. From this point on, your personal data will no longer be processed for the purposes to which you object. The objection can be made informally.

Data categories

The categories of personal data that we may process about you are as follows:

- Contact details of the participants (name, e-mail address, telephone number). The provision of this data is voluntary.

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- Usage data (IP address, time the survey was accessed, etc.)
- Consent data, for the documentation of granted / revoked consent

Purpose and legal basis

We process your data in the context of market and opinion research (Art. 6 para. 1 lit. a GDPR) if you have given us your consent to do so.

Receiver

The data received from all participants as part of the survey is analyzed in aggregated form and processed exclusively for this purpose. The personal data is separated from the survey data at the earliest possible point in time. The client does not receive any personal data or isolated responses from the surveys. In principle, your personal data will only be made available to internal or external recipients who need it to fulfill contractual or legal obligations or to perform their tasks. This means that data is passed on or disclosed to bodies that process data for us as processors (e.g. in the IT area).

We will not pass on your data beyond this.

Service providers that we have commissioned as part of order processing or in the sense of joint responsibility may only use the data for the purposes for which we have passed it on to them. This is contractually regulated with these service providers and the data processing is subject to the same framework conditions as ours.

Rights of data subjects

You can exercise your data subject rights under the GDPR with regard to information, correction, restriction, portability, revocation and deletion of your data. You are also free to contact the competent supervisory authority.

Please contact [mail\(at\)kopos.de](mailto:mail(at)kopos.de).

Further information on data protection, e.g. regarding your rights, can be found in our detailed privacy policy at the following [LINK](#).

Cookies

Temporary cookies are used to control the survey. The purpose of a cookie is to find out whether your computer has already been in contact with a SKOPOS survey. The cookie is intended to prevent multiple invitations or multiple participations during a website visit or during the duration of the survey. The cookie is used exclusively for these research purposes, is stored temporarily on your hard disk and deletes itself automatically. No data from the survey is stored in the cookie and it is not possible to link it to you personally.

If you think that our privacy policy could be improved, we would be pleased to receive your comments and suggestions.

In addition, you can contact us directly or the responsible data protection supervisory authority (State Commissioner for Data Protection and Freedom of Information North Rhine-Westphalia, P.O. Box 20 04

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44 40102 Düsseldorf, telephone: 0211/384 24-0, fax: 0211/384 24-999, e-mail: poststelle@ldi.nrw.de,
<https://www.ldi.nrw.de>) at any time and lodge a complaint there if necessary.

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