

# Notice regarding cookies, similar technologies and log-files

This survey is hosted by GfK (“we”, “us”, “our”, company information and Data Protection Officer contact see section “Contact information” below).

We use cookies and similar technologies with our surveys and we keep log files of internet requests to our servers as set out by this notice. We do so...

- to the extent necessary for the functioning and security of the surveys,
- and for quality assurance purposes to protect our legitimate interests as a market research provider and a website operator, in particular to detect and prevent spam, abuse and fraud, such as by automated completion of surveys or repeated participation in the same survey by the same individual.

## 1 About cookies, similar technologies and log-files

### **What are cookies?**

Cookies are small text files that contain a string of characters and may uniquely identify a browser. Operators of websites you visit or third parties send them to a computer or mobile device. Most browsers are configured to accept cookies by default. You may be able to change your browser settings so your browser refuses third-party cookies or indicates when a third-party cookie is sent. Third party cookies are set by websites other than the currently viewed one. Check your browser's "Help" files to learn more about handling cookies.

### **What is local storage?**

Local storage is a technology that allows websites to store data on your computer or mobile device. This is similar to cookies but local storage can take larger amounts of data and this data is not automatically transferred with each request to the site that stored it. Cookies typically expire (are automatically deleted) after a certain time. Data in local storage will usually persist until you delete it manually. Check your browser's "Help" files to learn more about handling local storage.

### **What are Captchas?**

A Captcha (“Completely Automated Public Turing test to tell Computers and Humans Apart”) is a website widget that requires some interaction by visitors to websites in order to distinguish real users from computer programs (bots) that automatically perform certain actions like filling in web forms.

### **What are log data?**

Log data means network and device information that website operators store on their servers when people visit websites.

### **What is a digital device fingerprint?**

A digital device fingerprint means a unique identifier that is derived from a collection of attributes and properties of your connected device and/or web browser that are exposed to websites you visit.

## **2 How we use cookies, similar technologies and log data with our online surveys**

### **How we use cookies**

We store cookies and local storage data from GfK domains (including domains and subdomains other than the survey domain) on your device that include random unique identifiers. We then interrogate the saved values upon survey entry with existing entries in the survey to determine if a survey was previously entered and completed from the same device.

Cookies we set are stored for a period of 2 years at the longest unless you manually delete them.

Data in local storage are persistent. You can delete them manually.

### **How we use Captchas**

From time to time, at our discretion, we use plug-ins of the service Google reCAPTCHA (“reCAPTCHA”) during surveys. reCAPTCHA is a service provided by Google LLC, 1600 Amphitheatre Parkway, Mountain View CA 94043, USA (“Google”). If you enter a survey that includes a reCAPTCHA plug-in (which is indicated by the reCAPTCHA logo), Google may receive the information that you have visited our survey, including information that may qualify as personal data under European data protection laws. In addition, Google may receive information when you solve the CAPTCHA and use it for digitizing text, annotating images, or building machine learning

datasets. We have no control over the data Google receives when you use the plug-in. The usage of reCAPTCHA is subject to the Google privacy policy (<https://policies.google.com/privacy>) and terms of service (<https://policies.google.com/terms>) which are also displayed within the reCAPTCHA and which you accept when using the plugin.

### **How we apply digital device fingerprinting**

We gather information from your device, such as operating system, browser, plug-in versions, and apply an algorithm to generate a unique digital fingerprint in the form of a string of characters. These fingerprints are saved in the survey database and interrogated with unique identifiers we store in cookies and local storage. The data points collected for the algorithm are not saved and the generated fingerprint cannot be parsed to get back to the original values.

### **Data we collect and store in log files**

We may collect and store the following types of information, including personal data:

- Internet Protocol (IP) address of your connected device and imprecise physical location (country, region, city) of your device, derived from the IP address,
- Type of connected device used and information regarding the type and version of its operating system,
- a digital device fingerprint,
- a participant's identification number: This is transferred to us when you click on the hyperlink to the online survey in the email invitation you received either from GfK or a partnering market research provider

## **3 For how long we store personal data**

We store log data pertaining to a specific survey for up to 2 years.

## **4 Changes to this Cookie Policy**

We reserve the right, at our discretion, to modify our privacy practices and update and make changes to this Cookie Policy at any time. For this reason, we encourage you to refer to this Cookie Policy each time before you take a Survey that is conducted or hosted by GfK. This Cookie Policy is current as of the "last revised" date indicated above. We will treat your personal data collected by

means of cookies, similar technologies and log files in a manner consistent with the Cookie Policy under which they were collected, unless we have your consent to treat them differently.

## 5 Contact information, data controller and exercise of your legal rights

Please direct your questions regarding the subject matter of data protection and any requests in the exercise of your legal rights to either the client for the Survey or to our Data Protection Officer by writing an email to [dpo\\_germany@gfk.com](mailto:dpo_germany@gfk.com) or a letter to the postal address below.

**GfK SE**  
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Management:  
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Christian Bigatà Joseph (CFO)

Chairman of the Supervisory Board:  
Ralf Klein-Bölting

Registered office: Nuremberg  
Entered in the Commercial Register at the  
District Court:  
Nuremberg: HRB 25014