

## RTCX PRIVACY PLEDGE

RTCX is honoured to be entrusted with the personal data of its panelists. We pledge to be responsible handlers of the personal data they provide upon sign-up and that we gather as managers of the RTCX panel.

We will operate the panel on the basis of the following commitments and in adherence with all applicable local and European law.

We will:

- Not collect, maintain, use or share personal information on our panelists beyond that needed for the purpose of managing the RTCX panel.
- Not sell any personal information provided by our panelists to third-parties
- Not use or disclose personal information collected through the RTCX panel other than for the purpose of managing the panel and its incentive programme.
- Not make changes to Terms and Conditions of Use of the RTCX panel without first providing prominent notice on the RTCX website and via email to those signed up to our panel.
- Not knowingly retain personal information beyond the maximum time period imposed by national and European legislation.
- Collect and use personal information only for the purposes stipulated to panelists upon sign-up. We will always obtain explicit consent before starting any processing of personal data.
- Disclose clearly in privacy policies and impact assessments including in a manner that is easy to read and understand, the type of personal data collected and the purposes for which the data is used.
- Carry out regular audits and privacy impact assessments designed to protect the personal data held by RTCX.
- Require suppliers with whom personal information is shared to adhere to our standards for data protection at all times.

***Data Protection Policy effective May 24<sup>th</sup> 2018***

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