

# MDC/VUPOINT RESEARCH

## Privacy Notice

Last modified: April 17, 2024

### I. INTRODUCTION AND SCOPE

MDC/VuPoint Research (“MDC,” “we,” “our,” or “us”) conducts scientifically designed market and public opinion research. We are committed to protecting your privacy. This notice (“Notice”) describes the types of Personal Data we collect from you or that you provide when you fill out MDC’s market research surveys on our website [www.mdcresearch.com](http://www.mdcresearch.com) and [www.vupointresearch.com](http://www.vupointresearch.com) (“Websites”) and when you provide responses to surveys conducted by other means, the purposes for which we collect that Personal Data, the other parties with whom we may share it and the measures we take to protect the security of the data. It also tells you about your rights and choices with respect to your Personal Data, and how you can contact us about our data protection practices.

Please read this Notice carefully. If any term in this Notice is unacceptable to you, please do not use the Website or provide any Personal Data. This Notice may change from time to time (see section XI).

### II. PERSONAL DATA WE COLLECT ABOUT YOU AND HOW WE COLLECT IT

“Personal Data” means any information relating to an identified or identifiable natural person. An identifiable natural person is one who can be identified, directly or indirectly, in particular by reference to an identifier such as a name, an identification number, location data, an online identifier or to one or more factors specific to the physical, physiological, genetic, mental, economic, cultural or social identity of that natural person. We also collect Personal Data about your internet connection and the equipment you use to access our Website. As you navigate through the Website, we automatically collect Personal Data such as your usage details, IP address, and Personal Data collected through cookies.

#### Personal Data You Give to Us

The Personal Data we collect on or through our Website or when you participate in a survey includes:

- Contact details (such as name of organization, department and job title, email, phone, street address, office location, home address);
- Product and service information, such as event registration information, when you register for one of our events or request products or services directly from us, or subscribe to our newsletters or our blog;

- Job applications and Personal Data when you apply for a job with us;
- Personal Data you provide when we process and respond to your inquiries related to MDC's market research surveys and related matters;
- Personal Data you provide when you answer our study participant recruiting questions, such as your phone number or email address, physical/ mailing address, information about your behaviors or perceptions; and
- Personal Data you provide when you answer questions related to a specific study.

#### Personal Data We Collect About You Automatically

As with many other websites, when you navigate through and interact with our Website, we use automatic data collection technologies to collect certain Personal Data about your equipment, browsing actions, and patterns, including:

- Details of your visits to our Website, including resources that you access and use on our Website, language, date and time of access, frequency, and other communication data.
- Personal Data about your computer and internet connection, including your IP address, operating system, host domain, and browser type.

The Personal Data we collect automatically is statistical data that helps us improve our Website and deliver a better and more secure personalized service, including by enabling us to:

- Determine web site traffic patterns.
- Count web visits.
- Determine traffic sources so we can measure and improve the performance of our site.
- Help us to know which pages and content are the most and least popular.
- Observe site search patterns to provide more intuitive navigation cues.
- Determine user frequency and time between user visits.

## Cookies Used on This Website

Our Website uses single-session (temporary) cookies. Temporary cookies last only as long as your web browser is open, and are used for technical purposes such as enabling better navigation on our Website. Once you close your browser, the cookie expires after 60 minutes. If you want to disable the use of cookies or remove them at any time from your computer, you can disable or delete them using your browser (consult your browser's "Help" menu to learn how to delete cookies). Below you will find a detailed list of the first-party cookies we use on our Website:

Name	Purpose	Duration	Type
_gid .wpengine.com	Installed by Google Analytics, _gid cookie stores information on how visitors use a website, while also creating an analytics report of the website's performance. Some of the data that are collected include the number of visitors, their source, and the pages they visit anonymously. Used for analytics.	1 Day	First party
_gat_gtag_UA_241746660_1 .wpengine.com	Set by Google to distinguish users. Used for analytics.	1 minute	First party
_ga_2DG2S7QQL4 .wpengine.com	This cookie is installed by Google Analytics,	2 years	First party

	and is used for analytics		
_ga .wpenine.com	The _ga cookie, installed by Google Analytics, calculates visitor, session and campaign data and also keeps track of site usage for the site's analytics report. The cookie stores information anonymously and assigns a randomly generated number to recognize unique visitors.	2 years	First party

Personal Data We Collect from Other Sources

We also obtain names, phone numbers, and email addresses from our clients' customer lists and specialized email lists. We only use email addresses of those customers of our clients who have given their permission to be included in market research projects.

**III. HOW WE USE YOUR PERSONAL DATA**

It is MDC’s policy to process Personal Data responsibly and in compliance with applicable data protection laws in all countries in which MDC operates and to maintain data protection management procedures and systems necessary to process Personal Data in a lawful and responsible manner.

We process your Personal Data for the purposes listed below:

- For survey respondents:
  - to conduct marketing studies and statistical surveys;

- to provide and communicate with you about our products and services, such as mailings on events, newsflashes, newsletters, surveys;
- to create membership statistics for internal purposes to improve our products and services;
- to assess additional opportunities with MDC Research that you may qualify for;
- to follow-up with you regarding information you have provided through our online surveys;
- to contact you regarding additional opportunities with MDC Research; and – for other purposes for which we will provide specific notice at the time of Personal Data collection, and as otherwise authorized or required by law.

- For clients:

- to conduct commercial activities related to the sale of MDC products to former/potential/current clients; and
- to purchase services and/or products and memberships.

Prior to using your Personal Data for a purpose other than the one for which it was initially collected, you will be informed about such a new purpose.

The legal basis for the purposes listed above is either (i) a pre-contract/contract with our customers or vendors, (ii) legitimate business interests, (iii) other applicable legal provisions, or (iv) your explicit consent for MDC's processing of your Personal Data for direct marketing purposes such as sending you newsletters about MDC's products.

The legitimate business interest mentioned above consists of the development of MDC's ordinary course of business, where processing of Personal Data takes place in the context of conducting statistical surveys and marketing studies.

#### **IV. HOW WE SHARE YOUR PERSONAL DATA**

We share Personal Data that we collect or that you provide with the following categories of recipients:

- Service providers acting on our behalf for the purposes listed above in this Notice. We require these service providers by contract to only process Personal Data in accordance with our instructions and as necessary to perform the services on our behalf or in compliance with applicable law (e.g., invitation mailing and newsletter distribution providers); and
- Third parties for the performance of any contract we enter into with them.

Your telephone information will not be shared or sold to third parties, outside of the manner described in the above.

## **V. YOUR RIGHTS WITH REGARD TO YOUR PERSONAL DATA**

You have certain rights regarding the Personal Data we maintain about you and certain choices about what Personal Data we collect from you, how we use it, and how we communicate with you.

- The right to request access to and receive information about the Personal Data we maintain about you;
- The right to rectification or erasure of your Personal Data;
- The right to restrict or to object to processing concerning your Personal Data;
- The right to data portability to transfer your Personal Data easily to another company;
- Where processing of Personal Data is based on your consent, the right to withdraw your consent at any time. You can tell us not to send you any further marketing emails by clicking on the unsubscribe link within the marketing emails you receive from us or by contacting us as indicated below; and
- The right to lodge a complaint with a supervisory authority.

## **VI. DATA SECURITY**

We have implemented appropriate technical and organizational measures designed to secure your Personal Data from accidental loss and from unauthorized access, use, alteration, and disclosure. Personal Data provided to us in accordance with this Notice will be encrypted in transit.

## **VII. DATA RETENTION**

MDC will retain your Information for as long as MDC believes it is appropriate for the purposes of this Privacy Notice.

## **VIII. THIRD-PARTY WEBSITES**

Our Website may contain links or references to other websites outside of our control. Please be aware that this Notice does not apply to these websites. MDC encourages you to read the Data Protection statements and terms and conditions of linked or referenced websites you enter. These third-party websites may send their own cookies and other tracking devices to you, log your IP address, and otherwise collect data or solicit Personal Data.

## **IX. CHILDREN UNDER THE AGE OF 13**

Our Website is not intended for children under 13 years of age, and MDC does not knowingly collect or use any Personal Data from children under the age of 13. No one under the age of 13 may provide any Personal Data to or on the Website. If we learn we have collected or received

Personal Data from a child under the age of 13, we will delete that Personal Data. If you believe we may have collected any Personal Data from or about a child under the age of 13, please contact MDC at [dataprotection@mdcresearch.com](mailto:dataprotection@mdcresearch.com).

#### **X. REVISIONS TO OUR DATA PROTECTION NOTICE**

We reserve the right to change this Notice at any time. Any changes we make will be posted on this page. If we make material changes to how we treat your Personal Data, we will notify you through a Notice on the Website home page via a separate banner related to this Data Protection Notice. The date this Notice was last revised is identified at the top of the page.

#### **XI. DATA CONTROLLER & HOW TO CONTACT US**

The data controller for the purposes of this Notice is MDC, with a registered office at 10260 SW Greenburg Rd., Ste. 1170, Tigard, OR 97223, USA which can be contacted at [dataprotection@mdcresearch.com](mailto:dataprotection@mdcresearch.com) or by phone at +1 503.245.4479 if you have any questions about this Notice and our data protection practices. If you would like to submit a request to exercise your data protection rights, please complete the [request form](#) and either email it to [dataprotection@mdcresearch.com](mailto:dataprotection@mdcresearch.com) or mail via certified mail, care of Compliance Officer, to MDC's corporate offices at the address on the request form.