

Data Protection and Privacy Notice

Effective Date: 7/14/2026

I. Introduction

Market Decisions Corporation, doing business as MDC Research ("MDC," "we," "our," or "us"), is committed to protecting the privacy and security of personal information entrusted to us.

This Data Protection and Privacy Notice describes how MDC collects, uses, discloses, and protects personal information in connection with its business operations and the research services it provides to clients.

The personal information processed by MDC varies depending on the nature of the relationship and services involved. In some circumstances, MDC acts as a data controller and independently determines the purposes for which personal information is processed. In other circumstances, MDC processes personal information on behalf of clients in connection with market research and related services.

This Notice is organized into two sections:

- **Section A – Business Operations** describes how MDC processes personal information when acting as a data controller in connection with website inquiries, business relationships, employment activities, and other corporate operations.
- **Section B – Research Services and Project Data Processing** describes how MDC processes personal information in connection with research projects and services performed on behalf of clients.

Privacy Questions and Requests

Questions regarding this Notice or MDC's privacy practices may be directed to:

- Email: dataprotection@mdcresearch.com
- Telephone: +1 (503) 245-4479

SECTION A – PRIVACY NOTICE FOR BUSINESS OPERATIONS

I. INTRODUCTION AND SCOPE

Market Decisions Corporation, doing business as MDC Research ("MDC," "we," "our," or "us"), is committed to protecting the privacy and security of personal information entrusted to us.

This Privacy Notice describes how MDC collects, uses, discloses, and protects personal information when acting as a data controller in connection with its business operations. This includes personal information collected through our website, business communications, client and vendor relationships, and employment-related activities.

This section of the Privacy Notice does not generally apply to personal information that MDC processes on behalf of clients in connection with market research projects, survey administration, respondent recruitment, data collection, analytics, reporting, or other research services. In those circumstances, MDC generally acts as a data processor or service provider under the instructions of its clients. Information regarding those activities is addressed separately.

II. PERSONAL INFORMATION WE COLLECT

The categories of personal information we collect depend on the nature of your interaction with MDC.

Business Contact Information

We may collect business-related contact information, including:

- Name
- Employer or organization
- Job title or position
- Business email address
- Business telephone number
- Mailing address
- Communication preferences

- Records of communications and interactions with MDC

Website Inquiry Information

When you submit information through our website contact forms, we may collect:

- First and last name
- Company name
- Job title
- Email address
- Telephone number
- Information contained within your inquiry or message

Employment and Applicant Information

MDC collects and processes personal information relating to job applicants, employees, contractors, and former employees as necessary to administer recruiting, hiring, employment, compensation, benefits, training, compliance, and workforce management activities.

Applicant information may include:

- Contact information
- Resumes
- Employment and educational history
- Professional qualifications
- References
- Background check information, where applicable and permitted by law

Applicants may submit information through email, recruiting platforms, in-person interactions, or other recruitment channels.

Employee information may include:

- Contact information
- Emergency contact information
- Payroll and compensation information
- Benefits enrollment information
- Performance and training records

- Employment-related records required for legal, regulatory, or operational purposes

Technical and Security Information

When you visit our website or interact with our systems, we may automatically collect certain technical information necessary for website operation, security, and performance, including:

- IP address
- Browser type and version
- Device information
- Date and time of access
- Server log information
- Security and diagnostic information

III. HOW WE USE PERSONAL INFORMATION

MDC may use personal information for the following purposes:

Business Operations

- Responding to inquiries and requests
- Communicating with clients, vendors, and business contacts
- Managing contractual and business relationships
- Providing requested information, products, or services
- Maintaining records of business communications

Employment and Workforce Management

- Recruiting and evaluating candidates
- Managing employment relationships
- Administering compensation, benefits, and payroll
- Providing training and workforce development
- Meeting legal, regulatory, and contractual obligations

Security and Compliance

- Protecting our systems, personnel, and business operations
- Detecting, investigating, and preventing fraud, misuse, or unauthorized activity
- Maintaining business continuity and system security
- Complying with applicable laws, regulations, and legal obligations
- Enforcing contracts and protecting legal rights

IV. COOKIES AND SIMILAR TECHNOLOGIES

Our website uses cookies and similar technologies that are necessary for the operation, security, and functionality of the website.

We do not use cookies for advertising, behavioral profiling, cross-site tracking, or marketing purposes.

You may configure your browser settings to manage cookies; however, disabling certain cookies may affect website functionality.

V. DISCLOSURE OF PERSONAL INFORMATION

MDC may disclose personal information to:

Service Providers

Third-party service providers that assist us with business operations, information technology services, communications, website hosting, security, employment administration, professional services, and other legitimate business functions.

Professional Advisors

Attorneys, auditors, accountants, consultants, insurers, and other professional advisors where necessary to obtain professional services or protect MDC's interests.

Legal and Regulatory Authorities

Government agencies, regulators, law enforcement authorities, courts, or other third parties when required by law or when necessary to protect legal rights, safety, security, or property.

Business Transactions

In connection with an actual or proposed merger, acquisition, reorganization, financing transaction, sale of assets, or similar corporate transactions.

MDC does not sell personal information and does not use personal information for targeted advertising.

VI. DATA RETENTION

MDC retains personal information for as long as reasonably necessary to fulfill the purposes described in this Privacy Notice, maintain business and contractual relationships, comply with legal obligations, resolve disputes, enforce agreements, and protect MDC's legitimate business interests.

Applicant and employment records are generally retained for up to seven years following the conclusion of the recruiting or employment relationship, unless a longer retention period is required by law, contractual obligation, litigation hold, or legitimate business need.

Retention periods may vary depending on the nature of the information and applicable legal, regulatory, contractual, and operational requirements.

VII. DATA SECURITY

MDC maintains administrative, technical, and physical safeguards designed to protect personal information from unauthorized access, disclosure, alteration, misuse, or destruction.

While no method of transmission or storage can be guaranteed to be completely secure, MDC takes reasonable measures to protect personal information consistent with applicable legal requirements and industry practices.

VIII. PRIVACY RIGHTS

Depending on your jurisdiction and applicable law, you may have certain rights regarding your personal information, including rights to:

- Request access to personal information we maintain about you
- Request correction of inaccurate personal information
- Request deletion of personal information, subject to applicable exceptions
- Request information regarding our processing activities
- Exercise other rights available under applicable privacy laws

Individuals wishing to exercise privacy rights may contact MDC using the information provided below. MDC will respond to requests in accordance with applicable legal requirements.

IX. THIRD-PARTY WEBSITES

Our website may contain links to third-party websites or services that are not controlled by MDC. This Privacy Notice does not apply to those third-party websites or services. We encourage you to review the privacy practices of any third-party websites you visit.

X. CHANGES TO THIS PRIVACY NOTICE

MDC may update this Privacy Notice from time to time to reflect changes in legal requirements, business operations, or privacy practices.

The effective date of the current version will be identified at the beginning of the Notice.

XI. CONTACT US

If you have questions regarding this Privacy Notice or MDC's privacy practices, please contact:

Market Decisions Corporation dba MDC Research
10260 SW Greenburg Road, Suite 1170 Tigard, Oregon 97223
Email: dataprotection@mdcresearch.com
Telephone: +1 (503) 245-4479

SECTION B – RESEARCH SERVICES AND PROJECT DATA PROCESSING

I. RESEARCH SERVICES AND MDC'S ROLE

MDC Research provides market research, public opinion research, customer experience research, employee research, and related research services on behalf of clients.

In connection with these services, MDC generally acts as a data processor, service provider, or similar processing entity under applicable privacy laws and processes personal information under contractual obligations and client instructions. Clients typically determine the purpose of the research, approve the information to be collected, define project requirements, and determine how research results will be used.

MDC may assist clients in developing research methodologies, questionnaires, sampling approaches, and project requirements; however, research activities are conducted pursuant to client-approved project objectives and contractual agreements.

Unless otherwise specified, MDC does not use respondent information for its own marketing purposes, does not sell respondent information, and does not use respondent information across unrelated client projects.

II. INFORMATION WE PROCESS FOR RESEARCH PROJECTS

The categories of project information processed depend on the nature of the research project and client requirements.

Contact Information

We may process contact information such as:

- Name
- Email address
- Telephone number
- Mailing address
- Other contact information necessary for project administration

Demographic and Qualification Information

We may process information used to identify, recruit, qualify, or segment research participants, including:

- Age range
- Gender
- Geographic location
- Employment information
- Industry or occupation
- Household characteristics
- Other demographic or quota-related information

Research Responses and Participation Information

We may process information provided by respondents during research activities, including:

- Survey responses
- Opinions and preferences
- Consumer behavior information
- Customer experience information
- Research participation history related to a specific client project
- Project-specific information requested by clients

Depending on the project, responses may include information relating to employment, political opinions, purchasing behavior, product usage, or other topics relevant to the research objectives.

Audio, Video, and Interview Content

Certain research projects may include quantitative and qualitative data derived from:

- Recorded interviews
- Online and in-person focus groups
- Online and in-person interviews
- Online discussions
- Video sessions
- Audio recordings
- Transcripts and notes

These recordings and materials are processed solely for research purposes associated with the applicable project and may be provided in whole or in part to the client that is responsible for the project.

Incentive Fulfillment Information

Where respondents are offered incentives for participation, MDC may process information necessary to administer and distribute those incentives, including:

- Name
- Email address
- Mailing address
- Incentive eligibility information
- Payment or fulfillment information

The information collected for incentive administration depends on the type of incentive offered and project requirements.

III. SOURCES OF INFORMATION

MDC may obtain personal information from:

Clients

Clients may provide participant lists, customer lists, employee lists, membership lists, or other project-related information.

Sample and Recruitment Providers

MDC may obtain information from third-party sample providers, panel providers, recruitment partners, or similar research vendors engaged for a specific project.

Respondents

Respondents may provide information directly when participating in surveys, interviews, focus groups, online discussions, or other research activities.

Other Sources

In limited circumstances and where permitted by law, information may be obtained from publicly available sources or other sources approved for use in connection with a specific research project.

IV. HOW WE USE PROJECT INFORMATION

MDC may process project information for purposes including:

- Administering research projects
- Recruiting and qualifying participants
- Managing quotas and project requirements
- Conducting surveys, interviews, focus groups, and other research activities
- Communicating with respondents regarding participation
- Providing project incentives
- Analyzing and reporting research findings
- Supporting client-approved research objectives
- Maintaining project records and documentation
- Complying with legal and contractual obligations

MDC processes project information only as necessary to provide research services and fulfill project requirements.

V. RESEARCH COMMUNICATIONS

MDC may communicate with research participants on behalf of clients through:

- Email
- Telephone
- SMS/text messaging
- Online survey platforms
- Video conferencing and interview platforms

Communications may include:

- Research invitations
- Participation reminders
- Screening and qualification activities
- Scheduling communications
- Incentive-related communications
- Project follow-up communications

Recipients may opt out of SMS/text message communications at any time by following the instructions provided in the message, including replying STOP where applicable. Opt-out preferences are managed by the client and through MDC's communications providers and project systems.

VI. DISCLOSURE OF PROJECT INFORMATION

MDC may disclose project information to:

Clients

Research information and project deliverables may be provided to the client that commissioned the research.

Service Providers and Research Partners

MDC may engage service providers and research partners that assist with:

- Survey administration
- Sample acquisition
- Participant recruitment
- Communications delivery
- Incentive fulfillment
- Data hosting
- Data processing
- Research operations

These organizations are authorized to process information only as necessary to support the applicable project or business function.

Legal Requirements

Information may be disclosed where required by law, legal process, court order, or governmental request, or where necessary to protect legal rights, safety, security, or property.

MDC does not sell respondent information and does not use respondent information for targeted advertising.

VII. DATA RETENTION

Research project information is retained in accordance with client instructions, contractual obligations, project requirements, legal obligations, and legitimate operational needs.

Retention periods vary depending on the project and client requirements. Information may be retained for ongoing or longitudinal research programs where authorized by the client and consistent with the applicable project scope.

Certain financial and accounting records relating to incentive payments may be retained separately for legal, tax, audit, accounting, or regulatory compliance purposes.

VIII. PRIVACY RIGHTS REQUESTS

Where MDC processes personal information on behalf of a client, requests relating to that information should generally be directed to the client that commissioned the research, as the client determines the purposes and means of processing for the applicable research project.

If MDC receives a privacy rights request relating to project information, MDC may:

- Verify whether information is maintained by MDC;
- Identify the applicable client or project, where possible;
- Coordinate with the client regarding the request; and
- Respond as required by applicable law, contractual obligation, or client instruction.

MDC will cooperate with clients in responding to applicable privacy rights requests where required.

IX. DATA SECURITY

MDC maintains administrative, technical, and organizational safeguards designed to protect project information from unauthorized access, disclosure, alteration, misuse, or destruction.

Access to project information is restricted to authorized personnel and service providers with a legitimate business need to access such information in connection with approved research activities.

MDC takes reasonable measures designed to protect project information throughout its lifecycle, including collection, transmission, storage, processing, and disposal.

X. CONTACT US

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