

Annex I

The table below describes the various forms of personal data we collect and the lawful basis for processing this data. Our business architecture, accounting and systems infrastructure and compliance organisation means that all personal data is processed on common, group-wide platforms. We have implemented processes to ensure that only authorised personnel within our organisation have access to your data. Additionally, several data elements may be collected for multiple purposes, as indicated in the table below. Instances where data is shared with third parties are also clearly identified. It also contains the data retention period which applies to the processing of your personal data unless we would have agreed in a separate agreement with you a different retention period.

Information category	Data collected	Purpose for collection	Lawful basis for processing	Data shared with?	Retention period
Legal Bases 1 – 4 in Clause 3.1. for Data Subjects Requesting Information and/or Parties					
Data Subject Personal Data	Name, Surname, Geographic location, Email address, Business sector, Telephone Number, IP Address	To provide appropriate information about services that you have requested and in fulfilment of such request using the mode of communication you provided us with	Consent of Data Subject	Internally on a need-to-know basis only and CSP's.	Maximum 10 years from the data the information is collected.
Data Subject Personal Data	Personal contact information as provided through website forms or at trade shows or any other means	General mailing list subscription	Consent	Internally on a need-to-know basis only and CSP's.	Maximum 10 years from the data the information is collected.
Data Subject Personal Data and (possibly)	Name, address, telephone number, email address, geographical location, and all other data necessary for the fulfilment of an agreement	Performance of a contract	Contract Fulfilment and/or the observation of a legal obligation to which we are	Internally on a need-to-know basis only and CSP's.	Maximum 10 years from the data the information is collected.

Special Category of Data	including (in the case of employees) social security number, income tax number, marital status, health information (in case of employees) and all other subject data as may be necessary. In the case of panellists, the personal data may include IBAN Number and/or residential address.	subject and/or to protect the vital interests of the data subject.
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Security

Data Subject Personal Data	Technical information, as described in this Personal Data Policy, plus any other information that may be required for this purpose.	To protect our websites and infrastructure from cyber attack or other threats and to report and deal with any illegal acts.	Legitimate interest	Internally, forensic and other organisations with whom we might contract for this purpose.	Relevant prescriptive period.
Data Subject Personal Data	Names, contact details, identification details.	To communicate with you about any issue that you raise with us or which follows from an interaction between us.	Consent, Legitimate Interest and/or Contract (according to the circumstance).	Internally and, as necessary with professional advisers.	Relevant prescriptive period.