

Privacy Policy for Survey Participants_Status: 07/24

We recognise the importance of protecting your personal data. This overview will enable you to gain a quick and easy understanding of the personal data we collect from you and how we use it.

Data collection, purpose and legal basis

m(Research Marktforschung Merchandising Consulting GmbH (called short m(Research) is a research company based at Marburger Kai 47/1/10, 8010 Graz, Austria. We conduct surveys for study purposes. Please be advised that no personal data is collected from you during these surveys. However, questions about habits, impressions and attitudes may be asked, as well as demographic information. Please be assured that providing your name or registering for online surveys is not a prerequisite for participation. Consequently, it is not possible to draw conclusions about individuals or identify you or other survey participants. This processing is carried out in the context of scientific research based on legitimate interest according to Art. 6 para. 1 lit. f GDPR in conjunction with Art. 89 para. 1 GDPR and § 2 f para. 5 FOG. Your participation is entirely voluntary.

Deletion of data

We retain data that could identify individual participants for a maximum of twelve months after the conclusion of the project. Once the aforementioned period has elapsed, all identifying data is securely destroyed, while the anonymous study results remain.

If you have opted to receive a reward in exchange for your participation, we will retain your data for a period of one year, specifically related to the issuance of the reward. If you have won a prize in one of our sweepstakes, we will retain your data for a period of one year, in line with our data retention policy.

In the event that applicable legal provisions on finance and accounting require the retention of certain data for a longer period, these provisions shall prevail.

Furthermore, we will delete your data at your request if this is permissible. Please contact Mr. Mag. Maderl (Data Protection Officer & Managing Director) at p.maderl@mresearch.at.

Recipients of data

We guarantee the confidentiality of your personal data and assure you that it will only be processed by our staff.

In addition, data may be processed by contracted processors on our behalf for the purposes described above, provided that they provide adequate safeguards for the security of the data. For instance, data may be accessed and processed by external IT service providers in the event of a support case.

In the case of online surveys, we utilise the Alchemer cloud service, which is hosted in an EU data centre. Further information about data processing can be found in Alchemer's privacy statement <https://help.alchemer.com/help/international-customers#eu-data-center>

Your responses or survey results will only be shared with project partners and clients in an aggregated and pseudonymised format. This data will not be used for any other purpose and we will ensure that it is not passed on to any third parties.

Please be advised that this privacy policy may be updated from time to time in response to changes in legislation, the introduction of new technologies, the launch of new study offerings, and other developments. We therefore advise you to check this policy regularly for updates.