

# Nielsen Media Watch Ireland Ltd Panel Privacy Notice

Effective Date: 15 July 2020

**Thank you for agreeing to join our select group of panelists.** For decades, Nielsen has set the global standard for market and consumer insight research. Our insights are based on representative samples of the population and help our clients (e.g. broadcasters, media companies, manufacturers, retailers, non-profit organisations and governments) learn about what consumers watch, listen to and buy. By participating in our panel you are helping to create industry-standard statistics for Ireland and influencing programming and advertising content.

We take your privacy very seriously. This Privacy Notice explains what data we collect from or about you; how we use and protect that data and your legal rights.

## HOW TO CONTACT US:

The Nielsen Company collecting and processing personal data is Nielsen Media Watch Ireland Ltd., 14 Riverwalk, National Digital Park, Citywest Business Campus, Dublin, D24 XN32.

More information about Nielsen's full group of companies, one or more of which may also process personal data about you, can be found at: <http://www.nielsen.com/eu/en/privacy-policy/gdpr-operating-entities.html>.

You can contact Nielsen, including our Data Protection Officer, in any of the following ways:

- Calling your Nielsen representative at 1800-680-800 or sending an email to: [IrishTVPanel@nielsen.com](mailto:IrishTVPanel@nielsen.com)
- Sending an email to [privacy.department@nielsen.com](mailto:privacy.department@nielsen.com)
- Writing to us at: Nielsen Privacy, 14 Riverwalk, National Digital Park, Citywest Business Campus, Dublin, D24 XN32.

In the next section of this Privacy Notice, you will find further details on each of the following:

1. Our Privacy Commitment
2. Your Agreement with Nielsen
3. The Data We Collect
4. How We Use Personal Data
5. Cookies and Other Digital Technologies
6. When We Share Personal Data
7. Your Choices and Your Legal Rights
8. About Children
9. Data Security, and Transfers of Data Outside the European Economic Area
10. Data Retention

## 1. OUR PRIVACY COMMITMENT

Nielsen complies with all applicable privacy laws, including the EU's General Data Protection Regulation. Indeed, it is crucial for us to keep Nielsen panelist data confidential in order to prevent any interference with panelists that could affect their behaviour and the accuracy of our data.

## 2. YOUR AGREEMENT WITH NIELSEN

Nielsen processes your data and, where applicable, data about other members of or visitors to your household, on the basis of the contract you enter into with Nielsen, referred to as the Membership or Panel Agreement. The express purpose of our agreement with you is to obtain data from and about you and, where applicable, other members of your household, to be used for the purposes described in this Notice. By participating in a Nielsen panel, you are contributing your data to a pool of data from which broad audience statistics are derived. These statistics are relied upon by the media industry to make decisions on programming, scheduling and advertising. These statistics could be distorted if your data is subsequently altered or removed, so by participating in our panel, you expressly agree to allow us to maintain your data for the length of your participation in the panel, after which it will be used in a de-identified form for historical and statistical research purposes. You have legal rights with respect to your personal data, as described in “Your Choices and Your Legal Rights,” in Section 7.

## 3. THE DATA WE COLLECT

Nielsen conducts research on usage of many different media platforms and Nielsen panelists can participate in different types of metering across different types of devices.

We perform different types of measurement in different countries and we do not perform all types in all countries. Where an opportunity exists to join one of our panels, panelists may agree to be measured on TV sets and/or additional digital devices. If you do not participate in a specific type of measurement (e.g. online viewing on smartphones or tablets), the provisions relating to those types of measurement, as set out below, do not apply to you.

Whichever type of panel(s) you participate in, data may be collected automatically and this automatic data collection may not always be obvious to you as it is happening. The goal of this Notice is to explain how these types of measurement work, what data they collect, and what we do with that data. ***Nielsen will only install measurement hardware or collect data from devices that you have authorised. We will not begin measuring an additional device without your prior knowledge and agreement.***

Whichever Nielsen panel(s) you participate in, you may be invited to participate in additional research studies or surveys and some of these may require you to download software and/or interact with other companies, websites or applications. If you choose to participate, there may be additional types of data collection that would be disclosed to you at that time, as well as other terms and conditions. ***We will always tell you about new or substantially different types of data collection in advance and you can always withdraw your participation.***

The following describes in detail the types of data Nielsen collects about panelists and its sources.

We categorise the data we collect into three general types:

- **“Demographic data”** is general data about you and other members of your household, such as gender, age, occupation, region or city and other broad categories
- **“Behavioural data”** is when or how you do things. For example, on a TV panel, this would include when and on what device you watch a programme
- **“Preference data”** means *which* content you choose to watch or listen to. For example, for a TV panel, this includes what stations and programmes you watch

**A. Data you provide to us.**

During the recruitment process, the panel registration process or as part of a research study or survey, you provide us with data. This may include **directly identifying data**, like your first and last name, home postal address or personal email address that by itself, or in combination with other readily available data, could identify you, or another member of your household, as well as **demographic data**.

**B. Data collected by questionnaires, surveys and/or studies.**

We may ask you from time-to-time to participate in additional surveys, studies or questionnaires. These surveys may request additional behaviour and preference data, which we use to better understand general consumer behaviour, use and trends.

**C. Data generated by Nielsen hardware.**

General Information: Once you have agreed to be part of our Panel, we will collect information through hardware installed in your home. We will install a television meter (either a "UNITAM " or "Nano" meter) and/or a streaming meter ("Streaming Meter") to monitor television set usage and streaming activity from Smart TVs and other digital devices (e.g. tablets and smartphones). Information collected includes information about your access and exposure to the media content being consumed; the source of the media content (e.g. TV station or website domain); when you are exposed to media content, and the type of device through which you accessed the media content (e.g. Television Sets, PCs, Laptops, Tablets or Smartphones).

Television Meter: The UNITAM or NANO meter is connected to each TV in the household and collects data on who is watching, on what channel, and whether the TV is being used with peripheral equipment (e.g. games console, DVD player etc.). Using an infrared detector, we can detect certain inputs from a remote control such as whether a TV is turned on or off, whether a source or input has changed, and whether a channel has changed. Audio from the TV and other attached media devices is routed to the television meter. To identify media content (e.g., name of programme you are watching), our meters detect the electronic sounds or energy pattern of sounds including, but not limited to, embedded sound patterns or codes included within media content to which you're exposed.

A handset is provided for each metered TV to enable us to identify who is watching or using the TV. When the television meter is installed, a button number on the handset is assigned to each member of the household. When the TV is turned on, the handset prompts individuals watching television to log themselves in as an 'active' viewer by pressing the assigned number on the handset. When an individual leaves the room, they press their assigned button again to indicate they are no longer watching the TV set.

Streaming Meter: In order to measure media consumed on PCs/Laptops, Tablets, Smartphones, and other digital and connected devices, we connect a streaming meter to your internet router. The streaming meter detects streaming activity and the device being used (e.g. Smart TV or Tablet) .The information collected is encrypted and sent back to Nielsen. Data collected by the streaming meter is limited and includes:

- Time you are streaming (time-stamp reflecting start & stop time)
- Bandwidth being consumed
- Device from which you are streaming (this is picked up using device IDs)
- Service from which you are streaming content (this is picked up using the domain information)

The streaming meter can only identify the website of streaming service being accessed by identifying the domain. It cannot identify the streamed media content (e.g., name of the streamed programme).

The streaming meter also **cannot** capture any content from a visited website such as images or read the contents of transmitted information. This includes information commonly transmitted such as: usernames; passwords; account numbers; credit card numbers; email content; social media posts or secure internet sites (https://).

In order to collect information about devices you own or use, they will be registered by our Technician when the streaming meter is first installed in your household. New or replacement devices or devices not present in the home when the Technician is visiting can be added and registered using the "Nielsen Panelist Portal". Once you have registered a device, we will automatically collect data each time that device joins your network. Information from devices that have **not** been registered may be stored on the streaming meter for up to 7 days but it will then be deleted and will not be processed. This provides you with time after acquiring a new or replacement device to register it.

**D. Data we get from other sources:**

We may obtain additional data about you from other sources, generally relating to demographic characteristics, preference and/or behaviour information. We obtain this data from different sources, including, for example:

- Other Nielsen entities and measurement products
- third parties who have the legal right to provide us with information, including companies who provide data and data-matching services. In addition, by providing pseudonymous information (i.e. no directly identifying information) about preferences and demographics, we can receive supplemental information third parties maintain about individuals with similar characteristics and preferences

We may combine the data Nielsen collects from you and from our metering hardware with data from these additional sources. If we combine de-identified or anonymised data with identifying data, the combined data will be treated by us as personal data as long as it is combined.

**E. Data we do NOT collect:**

We do not collect data like your driver's license, financial or bank account numbers or credit card details. We do not decrypt encrypted content. This includes information such as: usernames; passwords; account numbers; credit card numbers; email content; social media posts or secure internet sites (https://).

#### **4. HOW WE USE PERSONAL DATA**

**We use the personal data we collect to create a variety of market research insights for our clients.** We combine personal data you provide to us, information we collect via our hardware, and information from other sources to generate market research insights. Our research insights help our clients make choices about what type of programmes to show and when and where and how they advertise their products to consumers. Among other things, our data helps clients understand:

- Which Television programmes appeal to different types of viewers
- What type of programmes people like to watch at particular times of the day
- The number of people who saw an advertisement

**We use tools and methods to make sure that there is no reasonable possibility of identifying you from the data we provide to our clients.** For example, the data we collect from you is combined with the data collected from our other panelists to produce aggregated reports from which you cannot be uniquely identified, or if it is not aggregated we take steps to make sure there is no reasonable possibility of re-identification.

**We also provide data to our clients based upon modelled data.** “Modelled data” are projections based on demographic and behavioural characteristics (like gender, age and TV viewing habits) that look at a sample group of people and then predict what people with similar characteristics or preferences are likely to watch or buy. For instance, this allows advertisers to identify the likely audience for a marketing campaign.

In connection with the above market-research related purposes, we process personal data on the basis of your agreement with us pursuant to Article 6(1) lit. b, GDPR or because we (and the broadcast industry) have a legitimate interest pursuant to Article 6(1) lit. f, GDPR in performing research to generate market insights for ourselves, our affiliates, and our clients (to the extent such interest is not overridden by your interests or fundamental rights and freedoms).

**We may use your data to contact you.** When we contact you by phone (including mobile phone), email, SMS or by post depending on what data you provide to us, we usually do so for one of the following reasons:

- Respond to your enquiries
- Validate or clarify information you have provided to us
- Update our records to ensure your information is correct
- Ensure our hardware or software is working properly
- Send you information regarding your participation such as how to redeem rewards
- Provide notice regarding changes to our terms, conditions and policies
- Ensure compliance with terms of active panel membership
- Invite you to participate in additional panels and/or surveys

By participating in our research you agree that we may contact you by the means you provide to us for these purposes while you are participating in the panel. Where required by applicable law, we will seek your consent pursuant to Article 6(1) lit. a, GDPR.

**Other Purposes:** In addition to processing personal data for our research purposes as described above, we process personal data to:

- Operate and manage our IT and security systems, including to monitor such systems and identify and respond to security events;
- Detect and prevent fraud;
- Conduct research for quality assurance and product, service and business development purposes, including research and development. This includes data analysis, audits, developing new products, producing predictive data models, improving our services, identifying usage trends and determining the effectiveness of our communications;
- Facilitate the day-to-day operations and financial management of the Nielsen group of companies and any corporate transactions (e.g. re-organisation, merger, sale, joint venture, assignment, transfer etc.);
- Facilitate the continuity of the Television Audience Measurement Service. In the event our client (TAM Ireland who represent the Irish Broadcast Industry) appoint a different market research company to provide the Television Audience Measurement Service in the future, we will work with them to maintain the continuity of the panel by transferring personal data you provided to us as a member of the panel (e.g., directly identifying and demographic information) to the new market research company;
- Protect the rights, safety, property or operations of one or more Nielsen entities, you or others;
- Comply with applicable laws and regulations and establish, exercise, and/or defend the legal rights of one or more Nielsen entities; and
- Respond to requests and communications from law enforcement authorities or other government officials

We will also de-identify data about you and use it or allow others to use it for historical, academic or longitudinal research. We ensure in such cases that there is no reasonable possibility of re-identifying you from the data used.

We process personal data for Other Purposes because we have a legitimate interest (or our clients have a legitimate interest) pursuant to Article 6(1) lit. f, GDPR (to the extent the following legitimate interests are not overridden by your interest or fundamental rights and freedoms), in (i) managing and operating our business and day-to-day affairs. This includes our client's interest in the continuity of the panel in the event our client (TAM Ireland who represent the Irish Broadcast Industry) wishes to appoint a different, non-Nielsen market research company, and we need to transfer personal data to a different market research company as a result; (ii) managing and enhancing protection against fraud, spam, harassment, intellectual property infringement, and risks to which we are exposed (e.g., crime and security risks), (iii) conduct research and improving our products and services; (iv) managing risks to which Nielsen is exposed, and to provide a safe and secure environment for panel members; (v) complying with laws and regulations to which one or more entities within the Nielsen group of companies is subject, including, where applicable, laws and regulations of countries other than your country of residence; and (vi) meeting our obligations and enforcing our legal rights.

We process personal data to comply with a legal obligation arising under applicable law to which we are subject such as compliance with Nielsen's legal and regulatory obligations, as well as establishing, exercising, and defending our legal rights.

Because we are continually adapting our services to evolving consumer and media consumption patterns, we may, in the future, wish to use your data in other ways that we haven't developed yet, in which case we will provide you notice and choice in accordance with applicable law.

## **5. COOKIES AND OTHER DIGITAL TECHNOLOGIES**

We use cookies and other digital technologies (collectively "Digital Technologies") for the purposes described in this section on our "Panelist Portal Website".

The technologies we use may include (not all will be applicable in every case):

- Session and persistent cookies, pixel tags, web beacon, and clear GIFs, hereinafter collectively referred to as "cookies"
- Local shared objects (such as HTML5 storage)
- Application software development kits (SDKs)
- Server-to-server connections

You can find more information about cookies at [www.allaboutcookies.org](http://www.allaboutcookies.org).

The digital technologies we use on the panelist portal website are necessary in order to enable you to move around the website and use its features, such as accessing secure areas of the website (i.e. authentication cookie); navigating between pages (i.e. a session cookie – without this cookie, each page you visited would treat you as a new visitor); keeping track of the data you input when completing online forms (i.e. user-input cookies) and operating the website (i.e. load balancing cookies).

## **6. WHEN WE SHARE PERSONAL DATA**

We may share personal data with:

- Other Nielsen affiliates or subsidiaries for the purposes described in this Notice;
- Our service providers (including Nielsen affiliates or non-affiliated service providers) such as companies that provide website or application hosting; data analysis or processing; IT services; email; auditing services; data matching services and recruitment, reward, incentive, panel sweepstakes or market research product development purposes. These companies are contractually required to keep this information confidential and secure and are prohibited from using this data for any purpose other than carrying out the services that they are performing for us;

- Third parties if necessary to complete any transaction you have requested or authorised, such as panel incentives;
- Third parties such as other market research companies and our clients, in accordance with market research industry ethical guidelines. This may include audits by our clients or other third parties, as well as companies who have the legal right to provide us with additional information about you as outlined in Section 3D of this Privacy Notice. For example, by providing pseudonymous information (i.e. no directly identifying information) about preferences and demographics, we can receive supplemental information third parties maintain about individuals with similar characteristics and preferences;
- A third party in the event of any reorganisation, merger, sale, joint venture, assignment, transfer or other disposition of all or any portion of our business, assets or stock (including in connection with any bankruptcy or similar proceedings);
- A non-Nielsen third party market research company in the event our clients (Irish broadcast TV industry) wish to continue the panel with a different company; and
- As we believe to be necessary or appropriate: (a) under applicable law; (b) as required by law, including legal process from public and government authorities (including those outside your country of residence); (c) to enforce our terms and conditions; (d) to protect our operations or those of any of our affiliates; (e) to protect the rights, privacy, safety or property of any person; or (f) to allow us to pursue available remedies or limit the damages that we may sustain.

Nielsen performs security reviews before engaging service providers who may have access to individual-level data. We obtain contractual assurances relating to the lawfulness of data we obtain from third parties.

## 7. YOUR CHOICES & YOUR LEGAL RIGHTS

Participation in our panel is always voluntary. You may withdraw from our panel at any time by contacting your Nielsen Representative. If you cease participation, we will continue to process the data we collected during the time you were a panelist. If you wish to exercise any of your legal rights described below, [please contact us](#). You can also contact us by the means found at the beginning of this Notice.

Your privacy rights include:

- The right to obtain confirmation as to whether or not personal data concerning you are being processed, and, where that is the case, access a copy of the data we hold about you and to correct it where it is inaccurate (note that in order to preserve the accuracy of our data and avoid potential bias, in some cases exercising your right of access may require ending your participation as a panelist before, if it is likely to affect your viewing behaviour);
- The right to object to processing of personal data held about you, in particular when we process personal data based on the legitimate interest processing ground;
- The right to withdraw consent that you have given us to process personal data (where we process personal data on the basis of consent). A withdrawal of consent is only effective prospectively and will not affect processing that has already occurred;
- The right to request that certain data about you be erased (note that this right is not absolute but applies in certain cases);
- The right to propose other restrictions on the processing of data about you; and
- The right of data portability for data you have provided.

If you believe Nielsen has not complied with privacy laws or the terms of this Notice, you may lodge a complaint with Nielsen's Data Protection Officer using the contact information found at the top of this Notice, or with the Irish Data Protection Authority <https://www.dataprotection.ie/>.

## 8. ABOUT CHILDREN

For our research, we generally seek to collect data about every member of your household, including children. As described in this Notice, our technology collects information about viewing behaviour and preferences from members of your household including from children who may use measured devices (e.g. Television sets, Tablets or Smartphones). A parent or guardian must contract via the Panel or Membership Agreement on behalf of each child in the household in order for us to conduct such measurement.

In addition, when children use devices from which our streaming meter technology measures media consumption, persistent identifiers are used to collect and track information. Only those devices registered by the technician when the meters are installed or, for new or replacement devices, at the Nielsen Panelist Portal will be measured and a parent or legal guardian **must** register (or authorize the registration of) any devices on behalf of a child.

All of the provisions of this notice apply to data about children of any age (up to 18) if data collection about them has been authorised by a parent or guardian. For more information on our collection and use practices for all panelists, please review the other sections of this Privacy Notice.

## 9. DATA SECURITY AND TRANSFERS OF DATA OUTSIDE THE EUROPEAN ECONOMIC AREA

Nielsen maintains a global data security organisation that uses reasonable organisational, technical and administrative measures to protect your data while under our control.

We may store and process your data in your home country and/or we may transfer and export such data outside of the European Economic Area to any country where we have facilities or in which we engage service providers and processors, including the United States and India. The data protection laws of other countries may differ from those in your home country. When we transfer data outside the European Union, we ensure that we do so in compliance with the GDPR. Such transfers may be made on the basis of a data transfer agreement with the data recipient based on standard contractual clauses or such other mechanism as is approved by the European Commission for transfers of personal data to third countries.

## 10. DATA RETENTION

We will retain your data for as long as needed for the purposes described in this Notice and in accordance with applicable law. When you are no longer an active panelist, we will continue to use data about your demographic characteristics as well as behaviour and preference data for historical and statistical research, but this data will be kept separate to data that could be used to identify you, and access to it will be strictly limited within Nielsen. All data will be permanently de-identified when we no longer need to identify you for panel management, audit, legal, fraud prevention or related purposes.

***This Notice replaces any other statement, whether written or oral, made to you about our practices with respect to Nielsen's collection and use of personal data about you.***

## THANK YOU – WE APPRECIATE AND VALUE YOUR PARTICIPATION!

Nielsen Holdings plc (NYSE: NLSN) is a global measurement and data analytics company that provides the most complete and trusted view available of consumers and markets worldwide. The company's approach marries proprietary Nielsen data with other data sources to help clients around the world understand what's happening now, what's happening next, and how to best act on this knowledge. For more information, please visit [www.nielsen.com](http://www.nielsen.com).

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