

General Data Protection Regulation



QUEST
MINDSHARE





What is the EU GDPR?

EU GENERAL DATA PROTECTION REGULATION

The European Parliament aims to **protect the personal data** of its citizens in all 28 EU member states.

01



Worldwide

Any company worldwide that collects or processes personal data of an individual in the EU, are subject to these regulations.

02



Fines

Fines for data breaches or non-compliance are up to €20 million or 4% of annual WW revenue. *(whichever is higher)*

03



Notification

Data breaches must be reported to protection authorities and affected individuals within 72 hours.

04



Takes effect

May 25TH, 2018

05



Protection

Protection encompasses a wide variety of personally identifiable information, for example:

DATA ON A PERSON'S RACE
POLITICS
WEB BROWSING COOKIES
BIOMETRICS
ETC.



GDPR at Quest

While GDPR legislation can mean different things to different companies, at Quest privacy for panelists and all data moving through the Quest Mindshare network has always been a priority. GDPR goes to great lengths to guarantee respondent privacy and Quest Mindshare is pleased to be fully compliant with GDPR regulation.





How has Quest addressed GDPR?

- ◆ All privacy policies have been updated.
- ◆ All changes and adjustments to privacy, processes and controls at Quest have been vetted by outside council to ensure compliance.
- ◆ A DPIA has been conducted.
- ◆ A full audit of PII data residing on any aspect of Quest's technology, regardless of it's location, has been conducted.
- ◆ As a result of that audit, all data is secure and stored as per GDPR guidelines.
- ◆ A Global DPO has been appointed.
- ◆ Data portability, 'right to be forgotten' and 'right to access data' policies have been updated.
- ◆ Clear communication, with respect to respondent rights, is now given to each respondent upon entry to the Quest Mindshare network, each and every time, regardless of repeat.
- ◆ All data protection requirements have been addressed.
- ◆ A robust data breach process has been implemented.



Quest's DPOs:

Global Executive DPO

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For general questions, contact

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DPOs responsibility

All DPOs are available to any client if there are questions about data protection and compliance. Projects that involve any capture or dissemination of personal information will require all applicable safe guards of data, including transfer of customer lists. If you have any questions, please contact your DPO.

All projects involving personal data require DPO sign off at Quest. All applicable data is documented throughout its transition through Quest.

DPOs can help clients navigate their requirements under GDPR legislation.

Respondent Privacy/ Data Protection

All Mindshare panelists residing in the EU, including those a part of subsidiary panels, will have their privacy policies refreshed and renewed on May 25th, 2018.

All panelists, regardless of location, will have clear and unambiguous requests for consent for any activity that requires the collection of personal information in any format.

All panelists, regardless of location, have the right to review any data stored about them at any time. Ease of access is also being made available so that they can see this data in real time as it relates to profiling.

All panelists, regardless of location, have the right to permanently terminate any and all data associated with them, thus fulfilling the GDPR requirement of “right to be forgotten.”



CLIENT
PROGRAMMED
SURVEY –
QUEST
PROVIDED
SAMPLE

CONTROLLER
- QUEST

PROCESSOR-
CLIENT

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CONTROLLER
- CLIENT

PROCESSOR-
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CONTROLLER
- QUEST

PROCESSOR-
QUEST

Controller vs Processor

There are a few different ways that Quest can work with you. Depending on the situation, you may be required to sign a waiver proving GDPR compliance in order to receive panelists from Quest. At minimum, you will be required to confirm PII collection or non collection. Protection determination will commence upon PII notification.

Data Breach Policy



In the unlikely event of a data breach (Respondent information being accessible outside of Quest's secure repositories, regardless of intention), Quest will contact all parties effected, with 72 hours, from both the client level and the respondent level.

All data breaches are to be reported to the respondent's national data protection authority or DPA.

For more information and to find your DPA: **Click Here.**

Anonymity – It Matters!



For all respondents, Quest has always had a very strict policy in place to respect privacy. With GDPR legislation now in full effect, Quest will insist on anonymity and will only relax anonymity restrictions if the project or activity absolutely requires it.

It is now in the client's best interest to not want to have PII in their possession.

Quest will be deleting all data files, regardless of PII upon full completion of a project to ensure no future link between respondents and their responses. This change in policy will be noted on every work order from May 25th 2018 onward.

Notes and Resources

♦ This document is not intended as legal advice or should serve as a guideline for any organization's efforts towards GDPR compliance.

♦ For more information on Quest's internal processes, please contact your representative.

♦ For specifics on Data Protection, please contact the applicable DPO listed on page 4.

♦ For general questions on GDPR as a whole, please contact Raymond Armstrong (rarmstrong@questmindshare.com).

Further details on GDPR can be found at the following links (Quest is not responsible for third party link content):

- ♦ ESOMAR: [Esomar GDPR Guidelines](#)
- ♦ Insights association: [GDPR Portal](#)
- ♦ MRS: [GDPR Guideline](#)
- ♦ DPA Offices: [Portal](#)

