



Nielsen Panel Privacy Notice

Effective Date: May 25th, 2018

Thank you for agreeing to join our select group of panellists!

The television ratings perform an important role in the Irish Broadcasting Industry. They are used by the television broadcasters to decide which programmes to show and when to show them. To help the television broadcasters understand the types of programmes that people in Ireland want to see, it is extremely important to have a true picture of viewing habits.

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 your data is A.C. Nielsen of Ireland Ltd., 14 Riverwalk, National Digital Park, Citywest Business Campus, Dublin 24.

More information about Nielsen's full group of companies (one or more of which may also process your personal data) can be found at: <http://www.nielsen.com/eu/en/privacy-policy/gdpr-operating-entities.html>. You can contact your regular Nielsen contact or our our Data Protection Officer with privacy questions by:

- Calling your Nielsen representative on 1800-680 800 or e-mailing IrishTVPanel@nielsen.com
- Sending an email to privacy.department@nielsen.com
- Writing to us at:
Nielsen Privacy (c/o Legal Dept.)
Nielsen House
Oxford Business Park
John Smith Drive Oxford OX4 2WB
UK

A.C. Nielsen of Ireland Ltd.
14 Riverwalk
National Digital Park
Citywest Business Campus
Dublin 24

Content of this Notice

1. Our Privacy Commitment
2. Your Agreement With Nielsen
3. The Data We Collect
4. How We Use Data
5. When We Share Your Data
6. Your Choices and Your Legal Rights
7. About Children
8. Data Security and Transfers of Data Outside the European Economic Area
9. Data Retention
10. Updates to this Notice



1. OUR PRIVACY COMMITMENT

Nielsen complies with all applicable privacy laws including the EU's General Data Protection Regulation. It is crucial for us to keep Nielsen panellist data confidential in order to prevent any interference with panellists that could affect their behaviour and the accuracy of our data. **We will NOT use data that identifies you to advertise, promote, or market or sell third party goods or services directly to you or members of your household.**

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 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," below.

3. THE DATA WE COLLECT

Nielsen conducts research on usage of many different media platforms, and Nielsen panellists can participate in different types of metering.

panellists may agree to be measured on:

- Traditional TV**--by a Nielsen device attached to or placed near a television;
- Video Game Consoles**--DVD / Blu-Ray video content.

The viewing data from each of our panel homes is collected automatically each day and the data collection may not 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 it. **Nielsen will only install measurement hardware or collect data from devices that you have authorised--we will not begin measuring an additional type of device without your prior knowledge and agreement.**

The following describes in detail the types of data Nielsen collects about panellists and its sources. We categorise the data we collect into three general types:

- **"Demographic data"** is general data about you or other members of your household such as gender, age, occupation, region or city, and other broad categories
- **"Behaviour 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 our recruitment and panel registration processes, 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 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 surveys

We may ask you from time-to-time to participate in additional surveys. These surveys may request additional behaviour and preference data, which we use to better understand viewing behaviour.

C. Data generated by Nielsen hardware.

Our metering devices and software works in different ways, depending on the type of meter in use. Our traditional TV meters, for instance, record timestamps and what channel your TV is tuned to. For some kinds of metering we used “automated content recognition,” which detects the electronic signals or energy pattern of sounds, including, but not limited to, embedded sound patterns or codes included within content such as media broadcasts, streaming audio or video, songs, programs and ads. Data about your access to this content, including what the content is, when you view or listen to it, the type of device being metered, and when and on which metered platform you view or listen to it, is gathered by our software. This allows us to identify the ad campaigns, videos, songs, or other content you viewed or listened to. There is more information below about the specific types of data collected by each type of Nielsen meter.

D. Data we do NOT collect:

We do not collect data like your driver's license, financial or bank account numbers, or credit cards. We do not decrypt encrypted content.

4. HOW WE USE DATA

We use the data we collect to create a variety of market research insights for our clients. Our research helps our clients make choices about where and how they advertise, including on broadcast television, in print, radio, online and mobile. Among other things, our data helps clients understand (for example):

- the makeup of the total audience that viewed an advertisement,
- which television programmes appeal to viewers of a particular gender in a particular age range
- the types of products consumers in different demographic groups would be likely to buy, and
- whether residents in a particular neighborhood would be likely to shop at a specialty store if it was nearby.

We use tools and methods to ensure there is no reasonable possibility of identifying you in the data we provide to our clients. The data is reported in an aggregated form. We combine the viewing data we collect from your home with all other panel homes to produce aggregated reports from which you cannot be uniquely identified.

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

We may use your data to contact you. When we contact you by phone (including mobile phone), email or mail , we usually do so to:

- respond to your enquiry;
- validate or clarify answers you gave to a survey;



- update our records to ensure your information is correct;
- ensure that 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; or
- invite you to participate in additional panels and surveys

As an active participant on our viewing panel, you agree that we may contact you by the means you provide to us for these purposes.

We may use data about you for quality assurance and research and development purposes such as data analysis, audits, developing new products, producing predictive data models, improving our services, identifying usage trends and determining the effectiveness of our communications.

We may 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.

Because we are continually adapting our services to evolving media consumption patterns, **we may re-contact you to request permission to use your data in ways that we haven't developed yet**, in which case we will provide you additional information.

5. WHEN WE SHARE YOUR DATA

We may share data about you with:

- Other Nielsen affiliates or subsidiaries for the purposes described in this Notice.
- Our 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, 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.
- 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.
- 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).
- 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. We also limit how clients may use our data in order to prevent re-identification of aggregated data and to prevent data from being reused in a way that is inconsistent with this Notice.



6. YOUR CHOICES & YOUR LEGAL RIGHTS

Participation in our panel is always voluntary. You may withdraw from our ongoing data collection at any time by contacting your Nielsen representative. If you cease participation, we will continue to process the data we collected during your time as a panellist. If you wish to exercise any of your legal rights described below, you may contact your Nielsen Representative (where applicable). 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 consumer data and avoid potential bias, in some cases exercising your right of access may require ending your participation as a panellist before, if it is likely to affect your behaviour);
- 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/>

7. ABOUT CHILDREN

For our research, we seek to collect data about every member of your household, including children. 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.

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.

8. 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 Ireland and/or we may transfer and export these 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 EU's rules for data.

9. 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 panellist, we will continue to use data about your demographic characteristics, as well as behaviour and preference data for historical and statistical research, but we keep this data separate from data that could be used to identify you, and strictly limit access to your identifying data, even 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.



10. UPDATES TO THIS NOTICE

Changes in technology, market standards or our products and services can require us to change this Notice. Please take a look at the "Effective Date" at the beginning of this Notice to see when this Notice was last revised. If we were to make a **material** change (a change to the way we use your data that might make you reconsider participating in this panel) we will notify you at the most recent mailing address or email address we have on file at least 30 calendar days before implementing the change, giving you time to withdraw your participation if you want. Your continued participation after the effective date of any changes will constitute your acceptance of all effective changes.

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 performance management company that provides a comprehensive understanding of what consumers Watch and Buy. Nielsen's Watch segment provides media and advertising clients with Total Audience measurement services across all devices where content - video, audio and text - is consumed. The Buy segment offers consumer packaged goods manufacturers and retailers the industry's only global view of retail performance measurement. By integrating information from its Watch and Buy segments and other data sources, Nielsen provides its clients with both world-class measurement as well as analytics that help improve performance. Nielsen, an S&P 500 company, has operations in over 100 countries that cover more than 90 percent of the world's population. For more information, please visit www.nielsen.com.
