



Privacy policy

I) Privacy policy

We consider the protection of your privacy and personal data highly important and we guarantee that we observe the provisions of the EU General Data Protection Regulation (GDPR) and all supplementary legal provisions (TKG 2003) when making available our services. Below you will find detailed information on the handling of data, safety measures that we have implemented, as well as rights that you are entitled to acc. to the GDPR. If you are citizen of California all rights granted by the California Consumer Privacy Act 2018 (CCPA) can be exercised. The details of our services compliance with CCPA are described in this Privacy Policy and in our Terms.

II) Services

Marketagent.com online reSEARCH GmbH provides its services according to the terms and conditions specified below, and the freely accessible areas provide you with the appropriate information. Generally, you may use our services free of charge and the personal data collected in the process is used only to enable you to participate in the projects.

1) Personal data collection

By using our services, your data is automatically collected by our data processing systems when you visit the website, with most of it being technical data. (e.g. IP address, browser/OS information)

2) Website visits, use of related services

2.a) Purpose, agreement, processing

The information about the website visit and services related thereto is also collected in order to ensure the error-free provision of these services, for analysis purposes (see Item 4: Cookies, web analysis, tracking technology for details) and for security reasons of tracking criminal activities online and defence against hacking attempts. This data is processed on the basis of the performance of a contract to which the data subject is party (Art. 6 (1) lit. b of the GDPR), for the purposes of the legitimate interests of providing the error-free, performance of services (Art. 6 (1) lit. f of the GDPR), as well as for the purposes of defence against criminal online activities and efficient protection against hacking attempts arising from a legal obligation related thereto (Art. 6 (1) lit. c of the GDPR).

2.b) Deletion

The data collected in this regard is stored in our systems for 6 months and subsequently deleted. In case of statutory obligations, and particularly in case of administrative proceedings, the deletion period extends until the proceedings are completed, i.e. until our legal obligation ceases to exist.

3) Conduction of surveys

3.a) Participation in surveys

When conducting online market research projects, any personal information, including socio-demographic characteristics, personal estimations and opinions in particular, is accumulated in the evaluations and results, which means that the processed data is anonymized accordingly, making it impossible to be traced back to an individual. Accordingly, this isn't personal information any longer and the GDPR provisions do not apply. The data is collected in the questionnaires through respondents' input and through the additional calculation of metadata (questionnaire length, Geo-location and browser/OS information). Data processing for the purpose of compiling evaluations and the management of questionnaire data is performed based on your confirmation and voluntary participation (= survey participant) (Art. 6 (1) lit. b of the GDPR).

3.b) Deletion

Any information collected within this context is stored for the duration of the data evaluation in our systems and permanently deleted by Marketagent.com afterwards. In case of statutory obligations, and particularly in case of administrative proceedings, the deletion period extends until the proceedings are completed, i.e. until our legal obligation ceases to exist.

3.c) Transfer

In principle, Marketagent.com does not transfer your personal information, with the exception of contractual processors selected by Marketagent.com. In that respect, Marketagent.com guarantees that the same data protection levels are observed by and in accordance with the agreements entered into with the data processors.

4) Website visit technical data

4.a) Cookies

Our website uses cookies to make visits to our pages appealing and to enable certain functionalities. These are small pieces of text data stored on your computer. The cookies we use are usually deleted from your hard drive after closing the browser window (session cookies). In certain cases, persistent cookies are used that stay on your computer and allow your computer to be recognized the next time you visit our site (persistent cookies). These cookies are used to save the individual choices made by the user (e.g. items added to the shopping basket) in order to restore the previous session when you re-open the page. You can find the details of the cookies used on our site and the corresponding list in our cookie disclaimer, which you can find on the entry page of our survey.

You can set up your browser to inform you when cookies are set, to let you decide each time whether to accept cookies or not, or to reject cookies altogether. If you choose not to accept cookies, the functionality of our website might be limited. In the "Help" menu in your browser, you can find an explanation on how to set up your browser accordingly and either accept or reject cookies.

5) Data security measures

We operate our services by implementing the necessary and current security standards for web and data applications, and we guarantee that all our processors (data centres, cloud providers) will abide by these standards. In the participant area, your information is always sent over a secure SSL connection (at least 256 bit encryption).

6) Rights of the persons affected acc. to GDPR

In principle, you have the right to access the data, the right to rectification, the right to erasure, the right to the restriction of processing, the right to data portability, the right of withdrawal and the right to appeal (Art. 15 through 20 of the GDPR). You may assert these rights at any time by

contacting us with your concern. The contact possibilities are listed in Item III — Contact, Data protection authority.

If you believe that the processing of your data violates privacy laws or that your rights under the data protection regulation have been violated in some other way, you may lodge an appeal with the supervisory authority. In Austria, this is the Data Protection Authority (Item III — Contact, Data protection authority).

7) Underage use

To participate in the surveys that we conduct, you must be at least 14 years of age, for which purpose you must submit a copy of a photo ID if requested.

III) Contact, Data protection authority

GDPR - Marketagent.com contact person

Person responsible: Marketagent.com online reSEARCH GmbH, Mühlgasse 59, 2500 Baden

Representative: Master Thomas Schwabl (GF)

Data Protection Officer: Master Florian Folkmann

tel: +43 2252 909009

mail: dataprotection@marketagent.com

web: <https://www.marketagent.com>

Data protection authority: Austrian Data Protection Authority, Wickenburggasse 8, 1080 Vienna

tel: +43 1 52 152-0

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