

# Shoppix Privacy Policy

[16<sup>th</sup> march 2017]

Kantar Worldpanel (herein referred to as “we” or “us”) which operates Shoppix, recognises that your privacy is important and that you have the right to know what information we collect about you, how the information is used and your choices with regard to you giving us your information. We appreciate you consenting to give us your information, and in return we commit to protecting it as best we can.

This Privacy Policy (the “Policy”) sets out the ways in which information is given to us. However, if you have any questions about this Policy, please refer to the “Contacting Us” section below to contact us. You must be aged 16 or over and a permanent resident of the United Kingdom to register and participate in Shoppix.

Kantar Worldpanel are in the business of operating, administering, and providing market research and rewards, such as the Shoppix Rewards, to help consumers receive value back when they shop and to help brands and retailers better understand consumer behaviour.

This Policy applies to both current and former participants in Shoppix and the information collected from them by Kantar Worldpanel and its Group Companies.

**Please make sure that you read this Policy carefully. By accepting the Shoppix Terms & Conditions, downloading the Shoppix App, registering or participating in Shoppix, you consent to us using your personal data in the ways described in this Policy. Where you provide information relating to other members of your household, they must give their consent to the use of their personal data in the ways described in this Policy. We strongly recommend that any members of your household review this Policy before any of their personal data is provided to us.**

## When and what information does Kantar Worldpanel collect?

Kantar Worldpanel may collect the following types of information:

### Information you provide

Kantar Worldpanel receive and store the information you enter on the Shoppix mobile application (including information contained in receipts that you submit) or you otherwise provide us in any other way, such as your demographic information, mobile phone number, consumer habits and email addresses. In some cases, we may ask you to send video, audio or image content to us. That content may include personal information, for example in the form of an identifiable image of you.

### Information from cookies

When you visit one of our websites or click on a banner advertisement on a third party’s website, Kantar Worldpanel may send one or more cookies to your computer or other device from which you accessed the website or advertisement. Third parties may also share information with us (such as the fact that you have been shown a particular advertisement) based on cookies that they send to your computer or other device when you visit other websites.

You can set your browser to refuse all cookies or to indicate when a cookie is being sent. However, some of our website features or services may not function properly without cookies.

### Log and other information

When you access one of our websites, emails, advertisements, or other content served by or on behalf of us on third party websites or mobile applications, our servers automatically record information that your browser sends during your access to that content. These server logs typically include your web request, Internet Protocol address, browser type, browser language, the date and time of your request and one or more cookies that may uniquely identify your browser or Account(s) to us. Other actions, such as interactions with advertisements including the fact you have been shown certain advertisements, and the Advertising ID (or Advertising Identifier) of your device may also be included in our server logs. During some visits to our mobile applications and

websites we may use software tools such as JavaScript to measure and collect session information, including page response times, download errors, length of visits to certain pages, page interaction information (such as information about the way in which you use the Shoppix mobile application) and functions on your device, for example, how long it takes to transmit information and the volume of information transmitted etc. We may also collect information on any app crash occasions. This information does not include any personal information about you.

Kantar Worldpanel may also collect the geographic location of you and your device, where you have given us your consent to collect such information. When you first download Shoppix, you may be asked if you agree to your location information being disclosed to us.

## Your emails

Shoppix includes an opportunity for you to opt-in to our e-receipt collection service which makes participation easier and provides you with extra Rewards.

You do not have to opt-in to this service to continue participation on Shoppix and you can opt-out of it at any time. To opt-in to this service you will be required to grant Shoppix access to your e-mail account(s).

Once access is granted, a third-party vendor will have access to your emails (including their content) and will be able to automatically collect information about purchase transactions from your email receipts including details of what was purchased, the store/provider from which the goods/services were purchased, the amount spent and the date of purchase. The third party vendor will do this by searching for specific search terms (such as names of known stores) in your emails.

You will be able to browse details within the Shoppix app of the email receipts collected alongside details of the paper receipts you have submitted.

You can opt-out of the email receipt collection service at any time and no more email receipts will be captured after that point. Uninstalling Shoppix will not necessarily prevent any further collection of email receipt information. You need to opt-out of email receipt collection or disable participation in Shoppix settings to stop collection of email receipt information. In both cases you would need to opt-in to the service again to start receiving the extra Rewards again.

In the unlikely situation that you wish to recall a specific e-mail receipt from our collection service then this is possible upon request at [help@shoppixapp.com](mailto:help@shoppixapp.com).

Please note that information contained in this specific receipt could have already been used in the ways set out in this privacy policy but we will prevent any subsequent use of the information contained in this specific receipt within 60 days of the request.

Further details of our e-receipt collection service and how to opt-in and opt-out is available [here](#).

## Surveys

The Shoppix application will present you with opportunities to complete surveys in which Kantar Worldpanel would like you to participate. Kantar Worldpanel will collect your answers to the surveys.

## Third parties

We may combine information from third party data sources with other information to create and enhance profiles that are used as described in this Policy. For example, by looking at both web browsing activity and in-store purchases, our research may identify a consumer segment whose members view certain websites or advertisements when they are in the process of researching a product but are likely to make the actual purchase in a physical store. This data can help the manufacturer or seller of that product better understand where to find customers who may be interested in their products.

We may use your personal data that we have obtained, directly from you or through a trusted third party, to enhance our or our customer's consumer segments, as explained above. We may use personal data in this way when clients or partners already have this information because it is usually the only way to match our profiles with those of our clients or partners. Although in these cases we permit these other parties to use your personal data to enhance their broader consumer segments, to which they then may target advertising, we prohibit these parties from using your personal data to target advertising to you individually. So in the normal course of your online activities, you may be a member of a broader consumer segment that sees particular advertising that your data helped create.

When working with a third party (such as another data provider) to supplement your profile, we protect your privacy by having our partner sign a confidentiality agreement stating that they will not share your personal data

with unauthorised parties. We instruct them to maintain the confidentiality, security and integrity of the information we provide and not to use the information for any purpose other than those we explicitly authorise.

## How does Kantar Worldpanel use your information?

### To manage your Account(s)

Kantar Worldpanel uses the information that we collect to manage your Account(s). For example, Kantar Worldpanel, its Group Companies use the information you provide us and the purchase information we collect to track, process and fulfil Shoppix Rewards you earn and to provide customer service. In addition, Kantar Worldpanel may use this information to keep you informed of new features and product developments as well as to provide more relevant offers to you. Kantar Worldpanel will do so by sending you emails, text messages or by sending you in-application notifications.

### To contact you

Kantar Worldpanel may use the contact information we receive from you or from third parties to contact you via email, direct mail, telephone or other channels such as in-application notifications, text messaging, Facebook and Twitter, in each case provided we are permitted by law to send these communications to you. Kantar Worldpanel may also use your contact information to provide you administrative communications from time to time about our service (such as details of an update to one of our applications or planned maintenance). You should take time to review this Privacy Policy whenever you receive a communication from us following a service update or planned maintenance, as well as ensuring you revisit this Privacy Policy from time-to-time for general changes.

### For market research purposes

We will publish summarised reports about Shoppix research. These reports will not personally identify you or members of your household. [These reports only include aggregated information, and never include information which could be used to identify you].

### To develop, evaluate, improve and deliver our products and services

Kantar Worldpanel uses the information that we collect to develop, evaluate, improve and deliver our products and services.

### To deliver personalised advertisements and other information to you

We may use the information that we collect to show you advertisements about our products and services or the products and services of third parties on our websites, other websites, mobile applications, or in other marketing channels. For example, we may use the purchase information we collect about you from your emails or Facebook or Twitter to deliver to you, via one or more of those channels, advertisements that we, or the parties whose products or services we are promoting, think may be of interest to you. We may also engage third party advertising networks to deliver these advertisements. These networks use cookies and similar technologies to personalise the advertising content you see and to measure the effectiveness of the advertisements they deliver. These companies are authorised to use the information that we provide and they collect when you navigate to a website within the ad network to provide this service to us.

### Fulfil legal and regulatory requirements

Kantar Worldpanel may use the information we collect to comply with national, state, or other applicable laws and regulations.

### Protect our rights or property or our Registered Users

Kantar Worldpanel also may use the information we collect to the extent we believe it is necessary or appropriate to enforce or apply our rights under our agreements with Registered Users, and/or to protect the rights, property or safety of Kantar Worldpanel, and its Group Companies, our Registered Users and others.

## How does Kantar Worldpanel share your information?

### Within our Group

Kantar Worldpanel shares your information with our Group Companies. These companies may use this information to show you tailored advertisements, combine it with other information that they hold about you, and aggregate it with other data in their possession to create market research reports. The information that Kantar Worldpanel shares with our Group Companies may include your information in a form from which you can be identified.

### Third party research companies

Kantar Worldpanel may share your information (in aggregated form) with third-party market research companies who use your information to create anonymous market research reports based on the information we provide to them about you and information they collect from other sources. Kantar Worldpanel may also provide information to the Market Research Society for statistical or research purposes.

### Contests, sweepstakes and surveys

Kantar Worldpanel may promote or offer contests, sweepstakes, similar promotional offers or surveys that may be co-sponsored by us and one or more other companies, or may be sponsored by other companies. Some or all of your information collected through these offers or surveys may be shared with the sponsor(s) or other companies indicated on the entry form, in the governing rules or on the survey, as applicable.

### Agents and service providers

Kantar Worldpanel engages other companies and individuals to perform certain services and functions on our behalf. For example, we may engage third parties to analyse data (such as information contained within images of till receipts or responses to surveys), provide search results and links (including paid listings and links), fulfil Shoppix Rewards you earn or provide customer service. These service providers are allowed to access and use the information Kantar Worldpanel make available to them only as needed to perform their functions and for no other purposes.

### Business transfers

If there is a change of control in Kantar Worldpanel (whether by merger, sale, or otherwise), your information could be included as part of that transaction and could be used by the purchaser within the same business or more widely within the purchaser's own business, although it will still only be used in accordance with this Policy. Further, in the event that Kantar Worldpanel sell or buy any business or assets, your information can be disclosed to the prospective buyer or seller of such business or assets.

### Protection of Kantar Worldpanel and others

Kantar Worldpanel may disclose information about you to third parties when we believe such disclosure is appropriate to comply with a legal requirement, such as a law, regulation, court order, subpoena or search warrant, or in the course of a legal proceeding. Kantar Worldpanel may also disclose your information as we believe appropriate to enforce or apply our rights under our agreements with Registered Users, or to protect the rights, property or safety of Kantar Worldpanel, the wider Kantar Worldpanel group, our Registered Users and others, including exchanging information for fraud protection and credit risk reduction.

# Security of Your Account

We have certain security measures in place to protect your personal data against loss, misuse, and/or alteration. However, no security system is impenetrable. Unfortunately, the transmission of information via the internet is not completely secure. Although we will take reasonable steps to protect your personal data, we cannot guarantee the security of your data held by us; any sharing with us is at your own risk. Where Kantar Worldpanel have given you (or where you have chosen) a password which enables you to access Shoppix, you are responsible for keeping this password confidential and not to share your password with anyone.

# Where your information is stored

Your information may be stored and processed on our servers in the UK and Europe. In addition, any Group Companies or third parties to whom your information is provided (as described in this Privacy Policy) may be located in any jurisdiction in the world. These jurisdictions may not provide the same level of protection for your information as the country in which you reside. By signing up for an Account or using Shoppix, you agree that Kantar Worldpanel may store, process and transfer your information as described in this Privacy Policy.

# Changes to this Privacy Policy

This Policy may change and therefore you should review it regularly; see our [archive page](#) for a summary of the relevant changes. If we materially change this Policy, we will take steps to inform you of the change. We may do this through email or another appropriate method of contacting you.

# Key Terms

## Account

An Account is an account which you establish with Shoppix.

## Group Company

Any company that is owned by, that owns, or that is under common control with, Kantar Worldpanel

## Registered User

A Registered User is an individual or entity that registers to be a part of Shoppix either through our website or a mobile application.

## Shoppix Rewards

Shoppix Rewards are the rewards that Kantar Worldpanel offer you as a Registered User of Shoppix.

## Our website

Any website that Kantar Worldpanel host or otherwise operate.

## Cookies

A “cookie” is a small file containing a string of characters that is sent to your computer when you visit a website. When you visit the website again, the cookie allows that site to recognise you from previous visits. Cookies may store user preferences and other information.

You can control how cookies are handled and stored or delete all cookies by changing your browser settings. Please see your web browser's Help function for details about how to do this. However, please be aware that our websites may not function correctly if cookies are disabled.

Our websites use the following types of cookies:

Website Optimisation Cookies

Behavioral and Advertising Research Cookies (You can find more information about this type of cookie and manage your choices at [www.youonlinechoices.com](http://www.youonlinechoices.com))

## Contacting us - access to information and updating your information

The Data Protection Act 1998 (the "DPA") gives you the right to access your **information**. Your right of access can be exercised in accordance with the DPA. Any access request may be subject to a small fee to meet **the** costs in providing you with details of the information **held** about you.

Please notify Kantar Worldpanel by email to [help@shoppixapp.com](mailto:help@shoppixapp.com) if you have provided us with your information and if you:

- a. do not wish your information to be used in a manner described above (it would be helpful if you could set out your specific objections to any use); or
- b. wish to see or update the information we hold about you.

Where you inform us that you no longer wish your information to be used in the manner set out in this Policy, this may impact your ability to continue as a participant of Shoppix. Further, if your information changes or if you have any queries about how we use your information, please let us know by contacting Kantar Worldpanel as set out above.

If you would like to discontinue participation you can disable the Shoppix App at any time by following the steps below:

- a. On iPhone - press and hold the application until a cross appears in the left hand corner of the icon. Select the cross to delete the application.
- b. On Android - go to settings>applications>manage applications. Select the application and then select "Uninstall".

## Transferring information

You consent to us transferring your information to other companies as described in the "How does Kantar Worldpanel share your information?" section above, which may be in countries within the European Economic Area (EEA) or outside the EEA, only for the purposes mentioned above in the "How does Kantar Worldpanel use your information?" section. Kantar Worldpanel will take reasonable steps to keep your information confidential and secure and to treat it in accordance with this Privacy Policy.

Where information is transferred to a country outside the EEA, the laws of that country may not provide the same level of protection for information. In these cases, we will put in place measures to provide adequate protection for your information when transferred outside the EEA.

## Any questions?

If you have any questions about this Privacy Policy, please email [help@shoppixapp.com](mailto:help@shoppixapp.com)

## Miscellaneous

We are TNS UK Limited, trading as Kantar Worldpanel. Our registered address is Kantar Worldpanel, Westgate, London W5 1UA (company number 3073845).

Kantar Worldpanel, formerly known as TNS Worldpanel is part of the Kantar Group. The Kantar Group is a wholly-owned subsidiary of WPP Group plc. For further information, please visit [www.kantar.com](http://www.kantar.com).