



GMP+ International Client and Partner Experience Privacy Statement – How we process your personal data

Ipsos B.V., (hereinafter “Ipsos”, “we”, “our” or “us”) is a specialised research agency having its registered and business office at Amstelveenseweg 760 (1081 JK) Amsterdam.

We will be conducting this research and as part of this, we will be processing personal data of participants in the research (hereinafter “you”). The purpose of this specific research is to evaluate the GMP+ certification scheme.

This Privacy Statement applies only to this specific research. In any cases in which you are additionally participating in any other research conducted by Ipsos, a separate Privacy Statement will apply to any processing activities in relation thereto. The relevant privacy statement will be provided to you prior to each survey.

In this Privacy Statement we explain, among other things, what personal data we collect and for what purposes, who has access to your personal data, how long we retain your personal data, and how you can exercise your privacy rights.

What personal data does Ipsos collect?

When you participate in this research, Ipsos processes the personal data you provide by completing an (online) survey, including in each case your job responsibilities, the country your company is active in, size and scope of your company.

For what purposes does Ipsos process your personal data?

Sending participation requests

We, or one of our partners, may use your contact details to send you a request to participate in this research. This is done, depending on the specific circumstances of the case, either on the basis of your consent or on the basis of our legitimate interest.

Research Analysis

Your participation in this research, along with the responses you provide, will be treated as strictly confidential by Ipsos. That is, the responses you provide throughout this research will be used exclusively by Ipsos for the purpose of research analysis. The results following from the research will generally be published only at an aggregate level. This means that none of the published results will be directly or indirectly traceable to you as an individual by other parties.

We assure you that the personal data you provide to us during this research will not be resold by us to third parties.

Participation in this research is based on your consent. You are free to decide at any time not to participate (any longer) in the research by not completing (or continuing to complete) the survey or by contacting us later to withdraw your consent. Please note that withdrawing your consent does not affect the lawfulness of the processing based on your consent prior to its withdrawal.



Contact

If you contact Ipsos – for any reason –, your contact details will be used to process and respond to your request(s). In such cases, the processing of your personal data is conducted on the basis of our legitimate interest.

Who has access to your personal data?

Access to your personal data remains limited to those employees of Ipsos or its affiliates who are involved in this research project or who need access to your personal data to support the systems used for this research, such as the online survey systems and research data analysis systems.

In addition, employees of parties who perform certain parts of the processing as instructed by and for the benefit of Ipsos may have access to your personal data, such as software supply companies and IT service providers.

The aforementioned parties may be located in countries outside the European Economic Area (hereinafter “EEA”). Where appropriate, Ipsos will implement appropriate technical, organizational and contractual safeguards, such as entering into EU model contractual clauses setting out arrangements for the transfer of personal data to organisations in countries outside the EEA.

How long does Ipsos retain your personal data?

Ipsos retains the file containing the contact details of individuals invited to participate in the research for no more than 6 months after the research based on the personal data is completed.

Data processed by Ipsos as part of this research, such as raw survey results, correspondence and final reporting, which may include personal data, will be archived after 1 year. Archived data are on average kept for another 3 to 5 years in a separate database.

How does Ipsos secure your personal data?

We take our responsibility to protect your personal data very seriously. Therefore, we have taken all reasonable precautions to ensure that your information is protected against loss, theft, misuse, damage, unauthorized alteration and disclosure. These precautions include, among other things, appropriate physical security of our premises, control of access to our computer systems, and use of secure, encrypted Internet connections when collecting personal data.

What are your rights in relation to your personal data and how can you exercise these rights?

You have the following rights in relation to the personal data we process about you in connection to this research:

- **Right of access:** You may ask us whether we process your personal data, and if so, whether we can provide you with a copy of your personal data. If so, we will in principle comply with your request.



- **Right to rectification:** You have the right to have your personal data rectified if it is incomplete or incorrect. Where appropriate, we will in principle proceed to rectify and/or complete your personal data.
- **Right to erasure:** You have the right to request us to delete your personal data. However, we cannot comply with such a request in all cases. This is because we may be required by law to retain certain data, for example on the grounds of tax retention obligations.
- **Right to limit the processing:** You have the right in certain cases to ask us to restrict the processing of your personal data, for example, if you dispute the accuracy of your personal data.
- **Right to data portability:** You have the right to data portability in certain cases. This means that you may ask us to obtain the personal data that you have provided to us in a structured, common and machine-readable form and to transfer it (or have it transferred) to a third party by yourself or directly by us.
- **Right to object:** In certain cases, you have the right to object the processing of your personal data. This means that you may ask us to stop processing your personal data.

As indicated above, situations may arise in which we have the right to refuse to carry out your request(s) or to carry them out only in part. We will always as carefully as possible assess whether this is the case and inform you of this. Please note that we may ask you for additional information to verify your identity before we can process your request.

If you wish to exercise one or more of these rights, please contact us using the contact information provided at the bottom of this Privacy Statement.

Who should you contact for questions about this research or this Privacy Statement?

If you have any questions regarding this Privacy Statement or the research, please contact our Data Protection Officer (hereinafter “DPO”) with 26043815 GMP+ CX/PX in the subject line. You can find our DPO's contact information at the bottom of this Privacy Statement.

You also have the right to file a complaint with the Data Protection Authority. If you have complaints, however, we would greatly appreciate it if you first gave us the opportunity to look for an appropriate solution together. So please do not hesitate to contact us using the contact details at the bottom of this Privacy Statement if you have a complaint.

Changes tot his Privacy Statement

We may periodically revise our Privacy Statement. The latest update to this statement was dated 10 September 2026.

Contact details Ipsos

For questions and comments regarding Ipsos' processing of your personal data in connection to this research or this Privacy Statement, please send an e-mail to our Data Protection Officer at: DPO.Netherlands@Ipsos.com.