



# General Data Protection Regulation

# What is the European Union GDPR?

## EU GENERAL DATA PROTECTION REGULATION

As established by the European Parliament, EU GDPR aims to protect the personal data of its citizens in all 27 EU member states.

### Worldwide

Any company worldwide that collects or processes an individual's personal data in the EU is subject to these regulations.

### Fines

Fines for data breaches or non-compliance are up to €20 million or 4% of annual

### Notification

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

### Takes effect

May 25th, 2018

### 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 Continuum

At Continuum, we take privacy and security very seriously. GDPR legislation applies to companies across all verticals. Our network has taken various steps to ensure privacy for panelists and all data that we have access to. We acknowledge that GDPR is robust legislation that goes to great lengths to guarantee respondent privacy and Continuum Insights is pleased to be fully compliant with GDPR regulation.

## How does Continuum ensure GDPR compliance?

- We've updated all our privacy policies.
- We've deployed an outside council that has vetted all changes and adjustments to privacy, processes and controls to ensure compliance.
- We've conducted a DPIA.
- We've conducted a full audit of PII data residing on any aspect of our technology, regardless of the location.
- The audit has resulted in all our data being secured and stored as per GDPR guidelines.
- We've updated our Data portability, 'right to be forgotten and 'right to access data' policies.
- As a standardized practice, we now give clear communication, with respect to respondent rights to each respondent upon entry to our network, each and every time, regardless of repetition.
- We've addressed all data protection requirements as per GDPR.
- We've also implemented a detailed data breach process.



## **Respondent Privacy / Data Protection**

We'll be refreshing and renewing privacy policies for all panelists residing in the EU, including those a part of subsidiary panels on May 25th, 2018.

Going forward, regardless of location, All panelist will be provided a clear and unambiguous requests for consent for any activity that requires the collection of personal information in any Format

Additionally, regardless of location, All panelists will have the right to review any data stored about them at any time. We also are working round the clock to provide easy access to the data that can be viewed in real time as it related to profiling.

Furthermore, regardless of location, All our panelists will continue to have the right to permanently terminate any and all data associated with them, thus fulfilling the GDPR requirement of "right to be forgotten.

## Ways of Operation

At Continuum, we have several standardized operating processes when it comes to GDPR. Based on the situation and the requirement, as a client, you may be required to sign a waiver proving GDPR compliance in order to receive panelists from us. To the least, as a client, you'll be required to confirm PII collection or non collection. Protection determination will commence upon PII notification.

---

CLIENT PROGRAMMED SURVEY – CONTINUUM PROVIDED SAMPLE	CONTINUUM PROGRAMMED SURVEY – CLIENT PROVIDED SAMPLE	CONTINUUM PROGRAMMED SURVEY – CONTINUUM PROVIDED SAMPLE
CONTROLLER - CONTINUUM	CONTROLLER - CLIENT	CONTROLLER - CONTINUUM
PROCESSOR - CLIENT	PROCESSOR - CONTINUUM	PROCESSOR - CONTINUUM

---

# Data Breach Policy

Continuum adheres to the strict policy when it comes to data breaches, however, in the unlikely event of a data breach (Respondent information being accessible outside of our secure repositories, regardless of intention), it will be Continuum's obligation to contact all parties affected, within 72 hours, from both the client level and the respondent level.

Furthermore, Continuum will report all data breaches to the respondent's national data protection authority

## **We believe in your right to Anonymity**

We work tirelessly to ensure that we at Continuum adhere to a very strict policy with respect to the privacy of all our respondents. Furthermore, as the GDPR legislation is now in full effect, we will continue to insist on anonymity and will follow a rigorous process of relaxing anonymity restrictions, only if the project or activity absolutely requires it.

We also recommend that it's in the client's best interest to not want to have PII in their possession.

Additionally, we're also adopting a new work order from May 25th 2018 onwards, under which we 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.

# 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 our internal processes, please contact your representative.

For general questions on GDPR as a whole, please contact at [info@continuuminsights.com](mailto:info@continuuminsights.com)

Further details on GDPR can be found at the following links (We're not responsible for third-party link content):

ESOMAR: [ESOMAR GDPR Guidelines](#)

Insights Association: [GDPR Portal](#)

MRS: [GDPR Guideline](#)

DPA Offices: [Portal](#)





5th Floor, 501, JMD Megapolis IT Park, Sohna Road, Sector 48, Gurugram, Haryana, India - 122018