



## Nielsen Privacy Notice – TV and Computer

### Scope

This Privacy Notice applies to information, including personal information, collected about you and members of your household by **The Nielsen Company (and its affiliated companies and subsidiaries)**

### Information We Collect

- We collect information about you from a variety of sources, including:
  - Information we collect from you directly.
  - Information we collect about you when you or members of your household watch television or use your computers.
  - Information we collect about you from other sources, such as commercially available sources.
- All the information we collect about you may be combined to help us perform market research.

### Uses / Information Sharing

- We use the information we collect to perform market research and to prepare reports and analyses.
- We do not share your personal information with other companies unless we have asked for and obtained your explicit consent.
- We may share your information:
  - With our third-party service suppliers, including those who work on behalf of The Nielsen Company.
  - If any part of The Nielsen Company is sold to another company.
  - To protect and defend the right and property of The Nielsen Company (including enforcing our Terms and Conditions).
  - When required by law, and / or public authorities.

### Your Choices

- Panel participation is entirely voluntary.
- You can withdraw from our panel at any time by contacting your Nielsen representative.
- We take steps to keep your personal information accurate. You can view, correct, or update the contact information you provide The Nielsen Company by contacting your Nielsen representative.

### How to Contact Us

To contact us with a question, you can call us toll-free at 1-800-237-6493.

Your Nielsen representative's name is

\_\_\_\_\_ and can be reached at

Or write to us at:  
The Nielsen Company  
Juan Mendizabal  
501 Brooker Creek Blvd  
Oldsmar, FL 34677  
USA

Our full Privacy Notice is attached, or you can view it online by clicking on the icon in your computer's system tray.

### Important Information

- You can read the currently effective Privacy Notice online at any time by right-clicking your mouse on the software icon in the Windows system tray.
- The panelist representing the household must
  - ♦ Be age 18 or older or can otherwise agree;
  - ♦ Be the parent or legal guardian of any minor with access to any metered TV, or computer on which the NetSight software is installed ;
  - ♦ Be the owner of every metered TV, and computer on which he/she has installed the NetSight software, or is authorized by the owner to install the software;
  - ♦ Have informed every adult with access to the computer that he/she has agreed to install the software, and has received from each their explicit authorization to consent on their behalf to permit our collection and use of personally identifiable information about them as described above; and
  - ♦ Consent on his/her own behalf, and on behalf of every adult member of the household, and with respect to every minor in the household, to our data collection and use practices as described in the attached, full Privacy Notice.

## PRIVACY NOTICE and CONSENT (U.S. Panel Members)

Each panelist should please be sure to read this Privacy Notice.

Effective: \_\_\_\_\_

**Thank you for agreeing to join our select group of panelists.** We honor the privacy of panelists as set forth in this Notice.

**A. About children.** The information we collect may include information about children, and we may communicate with children in the household to collect information directly from them. Collecting personally identifiable information online directly from very young children (under age 13) requires special care, and special regulations apply in this circumstance. The Children's Online Privacy Protection Act ("COPPA") requires that we have the verifiable, informed consent of the parent or guardian before we do so, and before we use or disclose such information, and we comply with this law. We obtain such consent either directly from the parent or guardian in person, or, if we collect such consent online, we verify such consent by contacting the parent either by letter, telephone, or email. The parent or guardian may revoke such consent at any time. We do not condition children's participation in any online activity on their providing more personal information than reasonably necessary. All of the other provisions of this policy apply to information about both adults and children of every age.

**B. We do not disclose personally identifiable information to our clients.** We will NOT use personally identifiable information about you to advertise, promote, or market goods or services directly to you. Our reports and analyses to clients are made on an anonymous basis. From time to time we may request that you participate in studies that would involve disclosure of identifiable information to clients, but we will notify you of such disclosure when we request your participation, and we will not release identifiable information to clients unless we specifically advise you otherwise.

**C. What information does this Notice cover?** This Notice applies only to personally identifiable information collected in connection with your household's participation in television and computer activity research. This Notice does not apply to any other information we collect. As used in this Notice, "installing panelist" means the adult individual within the household who directly assists the Nielsen representative in installing the NetSight software; and the terms "we" "us" and "our" refer to The Nielsen Company and its business units and affiliates, collectively.

**D. How will we use the information you and other panelists provide us?** We may combine the information from your household with data and research tools from other sources. We use this information to perform market research and to prepare reports and analyses. From time to time, and notwithstanding any other provision of this Notice, we may partner with unaffiliated companies or individuals for market research product development purposes. These companies or individuals may be provided with access to personally identifiable information, but we will require by contract that they agree to maintain the confidentiality, security and integrity of such information. We also may subcontract with other companies and individuals to do work on our behalf; they may be provided with access to personally identifiable information, but only as needed to perform their functions. Notwithstanding any other provision of this Notice, we may disclose personally identifiable information to any third party when disclosure is required by law, or desirable to permit us to exercise or preserve our legal rights or take action regarding potentially illegal activities or to protect the safety of any person. If all or part of our company is sold, merged or otherwise transferred to another entity, we may transfer personally identifiable information as part of that transaction.

**E. What information do we collect?** During the registration process and from time to time thereafter, we request certain contact information and demographic information about you and the members of your household, such as name, mailing address, email address, date of birth, gender, occupation, education level, and income. Once you have joined our television and computer activity research, we will collect additional personally identifiable information because we track a wide variety of information about preference and consumption behaviors, exposure to advertising and to various media, location data, and

online and offline computer activity. Our metering equipment attached to your television enables us to obtain an instantaneous report of your television viewing. Our computer software comprehensively tracks panelists' computers and activity on panelist computers, whether offline or online and on the Internet. For example, we collect information about the type, name and use of some of the applications, files and hardware on this computer, the address and content of websites visited and the dates and duration of such visits, and the Internet Service Provider being used. We may be able to collect information contained in the title bar at the top of any window active on your computer, depending on the application. This might include the name of a website, the name of a file open on this computer, or the subject line of an open email. We do not examine or use the text of any emails or instant messages, and we cannot read the content of any document open on your computer.

**F. How do we collect personal information?** We collect information both electronically and manually. We collect information automatically from your television and computer, and automatic data collection may not always be obvious to you. For example, we may collect information from electronic signals from television broadcasts. The NetSight software sends information from this computer to us automatically over the Internet. We also may use web beacons and cookies to collect information from your computer. (A "cookie" is a data file that enables certain information to be automatically communicated between this computer and our servers.) We may collect personally identifiable information about you either directly from you or from your household or from outside sources, and even if the collection or disclosure of such information otherwise would be inconsistent with those outside sources' privacy policies or obligations. Outside data sources may include, for example, the providers of the products you purchase or use, retail "loyalty" programs, census data, and organizations that collect data online. We may periodically telephone you, and may periodically send you correspondence and collect information from you via email if you provide us with your email address.

**G. Participation is always voluntary.** You may contact us if at any time you would like to see the personally identifiable information we hold about you or your child, or to ask us to correct or update this information, or to ask us to delete it, or to stop your own or your child's participation in our panel.

**H. How can I update my profile if my computer or my household circumstances change?** You may do at any time by contacting your Nielsen representative.

**I. Data security.** We may store the personal details we hold about you for as long as needed for the market research purposes indicated in this policy, and that may be indefinitely. We may store these data in the United States or we may transfer them to any other country. Wherever we hold the data, we will apply the terms of this Notice and any applicable law. Information collected automatically from your computer is encrypted before being transmitted to us, and we maintain certain other reasonable procedures to protect the confidentiality, security and integrity of personally identifiable information while it is controlled by us. Where we become aware of a breach, we will take all steps required by applicable law to notify you and compensate you for loss, if any; we will also take those additional steps that we consider reasonable. However, the storage and communication of personal data cannot always be completely secure. Also, we cannot and do not guarantee that data transferred to third parties in accordance with this Notice will be protected against intentional or accidental misuse or loss.

**J. We may change this Notice and our data collection and management practices.** We reserve the right to update and make material and non-material changes to this Notice and to our practices in collecting and handling personally identifiable information. If we make material changes, we will notify you and post the changes online at least 30 days prior to their implementation. You may view the currently effective Privacy Notice online at any time by right-clicking your mouse on the software icon in the Windows system tray, or at such other location as we may designate from time to time. Your continued use of our software and participation in our panel after the effective date of any changes will constitute your acceptance of all effective changes.

**K. About The Nielsen Company.** The Nielsen Company is a global information and media company with leading market positions and recognized brands in marketing information, media information, online intelligence, trade shows and business publications. The privately held company is active in more than

100 countries, with headquarters in Haarlem, the Netherlands, and New York, USA. In New York, the address is 770 Broadway, New York, New York 10003, and the telephone is 800-237-6493. For more information, please visit [www.nielsen.com](http://www.nielsen.com).

**L. Who should I contact if I have questions, or wish to take any action with respect to information to which this Notice applies?** Please contact your Nielsen representative.

**M. This Notice supersedes and replaces any other previous or contemporaneous statement, whether written or oral, made to you about our practices with respect to the collection and use of personally identifiable information.**

**THANK YOU – WE APPRECIATE AND VALUE YOUR PARTICIPATION!**

**As provided in the Panel Agreement, the panelist representing the household confirms that he/she:**

- is age 18 or older or can otherwise agree;
- is the parent or legal guardian of any minor with access to any metered TV, or computer on which the NetSight software is installed;
- is the owner of every metered TV, and computer on which he/she has installed the NetSight software, or is authorized by the owner to install the software;
- has informed every adult with access to the computer that he/she has agreed to install the software, and has received from each their explicit authorization to consent on their behalf to permit our collection and use of personally identifiable information about them as described above; and
- does consent on his/her own behalf, and on behalf of every adult member of the household, and with respect to every minor in the household, to our data collection and use practices as described above.