



## Privacy Policy for Potentialpark Survey

By taking part in our survey, you agree to this Privacy Policy, which governs the handling of your data.

At Potentialpark, we respect your data privacy rights. We are only interested in the aggregated data.

The purpose of doing this survey is to enable aggregated analysis of aggregated and anonymous data. However, to enable you to participate in future surveys, to get feedback or to participate in competitions, we need to collect some contact information, such as name and email. If you choose to provide us with such information, you can be certain that we will safeguard that data and never sell, rent or spam your email address.

In this document we explain how we handle your personal data and the general data you provide when you use the survey.

In addition, our User Terms (available as a separate document at [INSERT LINK HERE](#)) outlines how the terms to which you agree to safely use the survey..

### **1. GENERAL**

- a. Potentialpark Communications AB, reg.no 556681-9073, address Nygränd 10, 111 30 Stockholm, Sweden, [info@potentialpark.com](mailto:info@potentialpark.com) (“Potentialpark”, “We”, “Us” or “Our”) provides a web based survey service (the “Service”) to the public.
- b. Your consent - By clicking the check-box “I accept” when starting the survey at the website, You agree and consent to that Potentialpark collects and process Your Personal Data and General Data as set forth in this Policy.

### **2. OUR DATA PROCESSING**

- a. Your personal data is completely separated from the general data you provide when you use the survey, which is anonymised and aggregated and is then not possible to be used in connection with your personal data.
- b. Definitions - Potentialpark is the responsible data controller for processing Your Personal Data and General Data in connection with Your use of the Service to use and create commercial products for our clients and universities, and to export any report request made by you in accordance with these Terms and our Privacy Policy .

- i. “Personal Data” means information, which is directly, or indirectly referable to a natural living person, e.g. name, contact information and email-address.
  - ii. “General Data” means information, which is directly provided by you in the form of answers to the questions posed in the survey that You have completed by using the Service.
- c. Which Personal Data we collect - Potentialpark collects and processes the following Optional and mandatory data that you voluntarily provide when You use the Service:

1. Optional Data	2. Mandatory Data
<ul style="list-style-type: none"> <li>a. Your personal or student e-mail address (if provided by You)</li> <li>b. First name, last name / full name (if provided by You)</li> </ul>	<ul style="list-style-type: none"> <li>a. University</li> <li>b. Field of study</li> <li>c. Age</li> <li>d. Gender</li> <li>e. Year of birth</li> <li>f. Country location</li> <li>g. Country of study</li> <li>h. IP-address</li> </ul>

- d. Technical information we collect - [When You use the Service, certain information attributable to You will be collected automatically, such as; (i) Information about Your use of the Service, (ii) technical data, which may include the URL You are accessing the Website from, Your IP address, device token and network performance, and device information such as what device you are using the Service on, operating system, device settings, unique device identifiers, API keys and crash data.]
- e. Cookies - Potentialpark also collects information through technology like cookies, pixels and local storage (like on Your browser or device). For information about how we use system technologies and analytic tools and how You can prevent the use of cookies, please see our Cookie Policy [available here].
- f. Why we process your data - We process Your Personal Data to provide You with the Service and administer Your use of the Service. We also process Your Personal Data in order to being able to communicate with you, should you ask us any questions or have support issues. We also process your data in order to send you offers regarding our services and our products, for example when we invite you to participate in future paid surveys.

- g. Time period - We will process Your Personal Data for the effective time period until you opt out of future communication regarding invitations for participation in paid surveys, and we shall delete or anonymise any Personal Data when your request to opt out of communication regarding invitations for participation in paid surveys has been made
- h. Subcontractor for cloud storage - Potentialpark have chosen to subcontract the storage of the Service, including Your Personal Data, to the Cloud Service Provider [Cloudnet Sweden AB] as currently located in Frankfurt, Germany, as well as Survey Service Provider [Widgix, LLC] as currently located in Boulder, USA. This sub data processor will be obliged to follow the same obligations as Potentialpark when processing Your Personal Data
- i. Disclosure of personal data if strictly needed - Personal Data may be disclosed, if it is necessary, in order to comply with applicable law or request from authorities, to preserve our legal interests or to detect, prevent, or pay attention to fraud and other security or technical matters
- j. Access requests - Potentialpark will provide You with the ability to request a record of any Personal Data processed by us and to obtain a transcript of the Personal Data that we as the data controller hold about You, free of charge. We will at Your request or by own initiative correct information found to be incorrect or misleading. We will provide You with the ability to object to the processing of Your Personal Data if such processing is not reasonably required for a legitimate business purpose as described in this Privacy Policy or for our compliance with relevant law. Any request to rectify, anonymize or delete Personal Data and General Data will be subject to applicable legal reporting and retention obligations.
- k. Security measures - Potentialpark have taken the security measures required to protect Your Personal Data and General Data against unauthorized access, modification, and deletion. We strive to, at our best efforts, achieve and uphold an adequate level of integrity for Your Personal Data as required by law.

### **3. CHANGES TO THE TERMS AND PRIVACY POLICY**

- a. By accepting these Terms and Privacy Policy, you also acknowledge that Potentialpark may change, modify, add or remove or otherwise update these terms at any time. If changes are made to these terms, it will be published here (INSERT LINK HERE). If the changes are material, we will provide You with additional, prominent notice as appropriate under the circumstances and, where required under applicable law, ask for Your consent.
- b. These terms shall be governed by the substantive laws of Sweden. Any dispute, controversy or claim arising out of or in connection with this Terms, or the

breach, termination or invalidity thereof, shall be finally settled by Swedish national courts. The place for the proceedings shall be Stockholm.

#### **4. CONTACT**

- a. If You have any questions about Potentialpark's Privacy Policy or data processing, please feel free to contact Potentialpark Communications AB at [info@potentialpark.com](mailto:info@potentialpark.com), Nygränd 10 111 30 Stockholm, +46 84 468 2920