



Privacy Policy

1. Introduction

Hays Worldwide Research Group (HWRG) dba FUEL, and Hays Worldwide Studios (HWS) dba Focus Room provide marketing research services within the United States and Globally. At HWRG / HWS, the privacy and security of our customers, respondents and visitors are of paramount importance. HWRG / HWS is committed to protecting the data you share with us. This privacy policy explains how HWRG / HWS processes information that can be used to identify directly or indirectly an individual (“Personal Data”) collected through use of its website and services.

For the purposes of this policy, HWRG / HWS defines the term “User” as an entity with which HWRG / HWS has an established relationship, the term “Respondent” as any individual who participates in surveys powered by HWRG / HWS or who is included as a contact in a User’s account and the term “Visitor” as an individual that visits our front-end website (for example www.fuelyourworld.com or www.focusroom.com)

Any information stored on HWRG / HWS’s database is treated as confidential. All information is stored securely and is accessed by authorized personnel only. HWRG / HWS implements and maintains appropriate technical, security and organizational measures to protect Personal Data against unauthorized or unlawful processing and use, and against accidental loss, destruction, damage, theft, or disclosure.

2. Collection and use

2.1 General

The following sections cover the specifics of each of the three groups from which data is collected: website Visitors, Respondents and Users.

2.2 Website Visitors

If you are a Visitor to our website only, and not a Respondent to a survey or a user of our database, then this section is relevant for you.

By visiting this website, you consent to the collection and use of your Personal Data as described herein. If you do not agree with the terms set out herein, please do not visit this website. If required by applicable law, we will seek your explicit consent to process Personal Data collected on this website or volunteered by you. Kindly note that any consent will be entirely voluntary. However, if you do not grant the requested consent to the processing of your Personal Data, the use of this website may not be possible.

HWRG / HWS may collect, record and analyze information of Visitors to its website. We may record your IP address and use cookies. HWRG / HWS may add information collected by way of page view activity. Furthermore, HWRG / HWS may collect and process any Personal Data that you volunteer to us in our website's forms, such as when you register for events or sign up for information and newsletters. If you provide HWRG / HWS with your social media details, HWRG / HWS may retrieve publicly available information about you from social media.

Such Personal Data may comprise your IP address, first and last name, your postal and email address, your telephone number, your job title, data for social networks, your areas of interest, interest in HWRG / HWS products, and certain information about the company you are working for (company name and address), as well as information as to the type of relationship that exists between HWRG / HWS and yourself.

HWRG / HWS gathers data about visits to the website, including numbers of Visitors and visits, Geo- location data, length of time spent on the site, pages clicked on or where Visitors have come.

2.2.1 Purpose of processing personal data

HWRG / HWS uses the collected data to communicate with Visitors, to customize content for Visitors, to show ads on other websites to Visitors, and to improve its website by analyzing how Visitors navigate its website.

2.2.2 Sharing personal data

HWRG / HWS may also share such information with service vendors or contractors to provide a requested service or transaction or to analyze the Visitor behavior on its website.

2.2.3 Cookies

Cookies are small pieces of information sent by a website to a Visitor's hard disk. Cookies cannot be used to run programs or deliver viruses to your computer. By continuing to visit the website, you agree to the placement of cookies on your device.

2.2.4 Links to other sites

Please be aware that while visiting our site, Visitors can follow links to other sites that are beyond our sphere of influence. HWRG / HWS is not responsible for the content or privacy policy of these other sites.

2.3 Respondents

Respondents should be aware that in responding to surveys or survey invitations, they could be disclosing information that could make them personally identifiable to HWRG / HWS Users. The security and privacy protection implemented on HWRG / HWS 's database does not cover this type of transfer or disclosure of personal information. Respondents responding to surveys or survey invitations should be aware that they alone are responsible for the content of their responses. For more detailed information concerning the protection of privacy when responding to surveys or survey invitations, Respondents may contact the entity conducting the survey. It is the User's responsibility to ensure that collection and processing of data is done in accordance with applicable law. HWRG / HWS will not process Personal Data of Respondents for other purposes or by other means than instructed by its Users.

Personal information may also include "Sensitive information" or "Special categories of data" which is a subset of personal information that is given a higher level of protection. The types of sensitive information that we may collect about you include:

- Racial or ethnic origin
- Political opinions
- Religion
- Philosophical beliefs
- Sexual orientation
- Sexual practices or sex life
- Health information

We will not collect sensitive information about you without first obtaining your consent, and we will only use or disclose your sensitive information as permitted, required, or authorized by law.

2.3.1. Inquires

If you wish to inquire about your Personal Data that may have been collected in a HWRG / HWS survey, we recommend that you contact the entity that created or sent you the survey. As HWRG / HWS is a Processor, it does not control the Personal Data used or stored in the survey but processes it on behalf of its User.

2.4 Users

2.4.1. General

To provide services to its Users, HWRG / HWS collects certain types of data from them. Furthermore, HWRG / HWS 's Users collect information from Respondents when they produce and distribute surveys. This section will describe how these two types of data are collected and used by HWRG / HWS as well as geographical differences that effect this policy. Data entered or transferred into HWRG / HWS by Users such as texts, questions, contacts, media files, etc., remains the property of the User and may not be shared with a third party by HWRG / HWS without express consent from the User.

2.4.2 Collection of User data

During a User's registration and later on HWRG / HWS 's database, they provide information such as name, company name, email, address, telephone, and other relevant data. This information is used by HWRG / HWS to identify the User and provide them with support, services, mailings, sales and marketing actions, billing and to meet contractual obligations.

HWRG / HWS Users can at any time update or delete their contact details by contacting HWRD. HWRG / HWS will not retain User data longer than is necessary to fulfill the purposes for which it was collected or as required by applicable laws or regulations.

2.4.3 Collection of Respondent data

Surveys used for gathering feedback are created by Users, who make them available to relevant businesses, organizations, and individuals. It is the User's responsibility to ensure that collection and processing of data is done in accordance with applicable law. HWRG / HWS will not process Personal Data for other purposes or by other means than instructed by its Users.

Respondent data includes data from individuals uploaded, transferred or manually entered by a HWRG / HWS User for the purpose of responding to surveys. Personal Data may include personal contact information such as name, home address, home telephone or mobile number, email address, information concerning family, lifestyle and social circumstances including age, date of birth, marital status, number of children, employment details,

education/qualification, business contact details, gender, religion, race, health detail and other sensitive Personal Data. Answers to questions by Respondents may also include Personal Data.

The purpose of collecting Personal Data as part of a survey will vary depending on the survey, as set up by HWRG / HWS 's Users. As HWRG / HWS provides surveys to a wide group of customers and businesses, the purpose may vary greatly. For Users in the EEA, or for Users providing surveys to Respondents in the EEA, the User will be the "controller", as defined in the Directive and the GDPR. The purpose will consequently be defined by HWRG / HWS 's User.

2.4.4. Geographical location

HWRG / HWS offers a number of data regions with many of their partners. A HWRG / HWS "Data Region" is a set of partner data centers located within a defined geographical area where User and Respondent data is stored. For HWRG / HWS Users with accounts located in HWRG / HWS 's European Data Region, all Personal Data is collected in the EEA. For Users with accounts in the Data Regions: United States of America (US) and Canada, all Personal Data is collected and processed solely in the respective country.

2.4.4.1 Processing in the European Economic Area (EEA)

For Users with accounts located in HWRG / HWS 's partner European Data Region, all processing of Personal Data is performed in accordance with privacy rights and regulations following the EU Directive 95/46/EC of the European Parliament and of the Council of 24 October 1995 (the Directive), and the implementations of the Directive in local legislation. From May 25th, 2018, the Directive and local legislation based on the Directive will be replaced by the Regulations (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 on the protection of natural persons with regard to the processing of Personal Data and on the free movement of such data, known as the General Data Protection Regulation (GDPR), and HWRG / HWS 's processing will take place in accordance with the GDPR.

2.4.4.1.1 Controller

HWRG / HWS processes Personal Data both as a Processor and as a Controller, as defined in the Directive and the GDPR:

The HWRG / HWS entity which you as a User entered an agreement with when partnering with HWRG / HWS or use of the database, will be the Controller for User data, as outlined above in "Collection of User data" section.

For Respondent data, as outlined in the "Collection of Respondent data" section, the User will be the Controller in accordance with Directive and GDPR, and HWRG / HWS will be the Processor. HWRG / HWS adheres to the Directive of 1995 and the GDPR from May 25th, 2018.

All data collected by HWRG / HWS Users through surveys will be stored exclusively in secure hosting facilities provided by HWRG / HWS partners. All hosting is performed in accordance with the highest security regulations. All transfers of data internally in the EEA are done in accordance with this agreement.

2.4.4.2 Processing in the United States of America (US)

The purpose of this privacy policy is to inform you about the processing of your personal data by HWRG / HWS and its entities in accordance with research industry Codes and Standards relating to the USA and additionally the country in which each HWRG / HWS may operate.

HWRG / HWS has adopted reasonable physical, technical, and organizational safeguards which substantially mirror the EU safeguards against accidental, unauthorized, or unlawful destruction, loss, alteration, disclosure, access, use or processing of the User's data in HWRG / HWS's possession. HWRG / HWS will promptly notify the User in the event of any known unauthorized access to, or use of, the User's data.

All data collected by HWRG / HWS Users through surveys will be stored exclusively in secure hosting services provided by Microsoft Office 365. HWRG / HWS's contract with its hosting provider ensures that all hosting is performed in accordance with the highest security regulations. HWRG / HWS's policy is to protect and safeguard any personal information obtained by HWRG / HWS in accordance with United States state or federal laws governing the protection of personal information and data. Accordingly, HWRG / HWS adheres to practices and policies that aim to safeguard the data.

HWRG / HWS companies comply with all pertinent Federal and State laws governing privacy, including but not limited to the enacted California Consumer Privacy Act (CCPA) and recently amended California Privacy Rights Act (CPRA).

All requests to exercise your rights must be accompanied by the details necessary to process your request. A copy of proof of identity may be requested if necessary.

3. Retention and deletion

HWRG / HWS will not retain data longer than is necessary to fulfill the purposes for which it was collected or as required by applicable laws or regulations. For Respondent data, HWRG / HWS's Users have control of the purpose for collecting data, and the duration for which the Personal Data may be kept. When a user's account is terminated or expired, all Personal Data collected through the database will be deleted, as required by applicable law.

4. Acceptance of these Conditions

We assume that all Visitors of our website, Respondents to surveys powered by HWRG / HWS and users HWRG / HWS's services and database have carefully read this document and agree to its contents. If someone does not agree with this privacy policy, they should refrain from partnering with HWRG / HWS, using our website and database. We reserve the right to change our privacy policy as necessity dictates. Continued use of HWRG / HWS website and database after having been informed of any such changes to these conditions implies acceptance of the revised privacy policy.

5. Our Legal Obligation to Disclose Personal Information

We will reveal a user's personal information without his/her prior permission only when we have reason to believe that the disclosure of this information is required to establish the identity of, to contact or to initiate legal proceedings against a person or persons who are suspected of infringing rights or property belonging to HWRG / HWS or to others who could be harmed by the user's activities or of persons who could (deliberately or otherwise) transgress upon these rights and property. We are permitted to disclose personal information when we have good reason to believe that this is legally required.