



Privacy and Data Protection FAQs

This past year, we have spent a lot of time talking about the GDPR and improvements to IRI's Privacy Program. With new privacy laws being passed all over the world, data protection and privacy have become important topics for all companies. Since we regularly receive questions from clients, potential clients and vendors about privacy, below are some frequently asked questions and answers.

Q: Is IRI GDPR compliant?

A: IRI has developed a global privacy program and data protection strategy that not only addresses the General Data Protection Regulation (GDPR) but also the challenges of an ever-changing privacy landscape in all the countries where IRI does business.

From respecting the privacy preferences of individuals and clients to complying with all relevant privacy laws and regulations, we are committed to protecting the confidentiality, integrity and availability of our data. The policies, procedures, and notices on our website <https://www.iriworldwide.com/en-us/Privacy>, along with IRI's internal policies, procedures and training programs, ensure that to the extent we collect, use, and share personal information we do so in accordance with the highest data protection and privacy standards.

Q: Do you have a Data Protection Officer (DPO)?

A: IRI has appointed a DPO for our European group of entities. We also have a Data Protection Office, managed by our Chief Privacy Officer and we regularly engage outside legal, information security and compliance experts as we maintain and build our data protection program. More information regarding IRI's privacy program can be found on our website at <https://www.iriworldwide.com/en-us/Privacy>

Q: Is IRI certified under the E.U.-U.S. Privacy Shield Program?

A: Yes. IRI is certified under the Privacy Shield Framework. IRI can receive commercial and HR personal data from the E.U. in our state of the art facilities in the United States.

The EU-U.S. and Swiss-U.S. Privacy Shield Frameworks were designed by the U.S. Department of Commerce and the European Commission and Swiss Administration to provide companies on both sides of the Atlantic with a mechanism to comply with data protection requirements when transferring personal data from the European Union and Switzerland to the United States in support of transatlantic commerce. You can learn more about the program here: <https://www.privacyshield.gov/Program-Overview>

Q: Is IRI compliant with the California Consumer Privacy Act (CCPA)?

A: The CCPA does not go into effect until July 1, 2020, and will undergo a period of rulemaking and amendments to clarify how its provisions will work. However, the law extends many concepts found in the GDPR to California, and IRI's significant work to prepare for GDPR will be very helpful as we address the CCPA.

Contact: For more information about these FAQs or IRI's Privacy Program generally, please contact IRI's Chief Privacy Officer, Ryan P. Casey, at Privacy.Officer@IRIworldwide.com.

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