



# Data Protection Declaration for Participants

## to the emoquo research program

(Version 1.0; Date 15.06.2020)

In the following Data Protection Declaration, we shall inform you according to Art. 13 para. 1 of the Regulation (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 ("GDPR") about the collection, use and processing of your personal data in connection with your participation to the emoquo research program with emoquo Ltd. (hereinafter referred to as "emoquo"). In this context, personal data means all detailed information about personal or factual circumstances of a specific or identifiable natural person, such as e.g. your name, your telephone number, or your address. Your data will only be transmitted to third parties, if this is necessary for your participation to the emoquo research program (recruitment, calendar, etc.) or if you have previously consented to this by written consent.

### I. Responsible body

The responsible body for the collection, processing and use of personal data is:

Emoquo Ltd.  
215-225 Borough High Street, London SE1 1JA

Regarding questions on data protection or any questions related to the emoquo research program, you can contact Tim Aston [tim.aston@emoquo.com]

### II. Processing purposes and legal basis

Emoquo as responsible authority informs you herewith about the purposes of data processing and as well about the legal basis of processing. Your personal data is processed on the legal basis of Art 6 para (1) b) and c) GDPR as it is necessary for the purpose of the emoquo research program to make sure the prototype or questions presented to you are relevant to your experience and background. Based on the aforesaid legal provisions emoquo Ltd. is processing your following personal data:

- First- and Surname
- Personal Email Address
- Personal Phone Number
- Age range
- Gender (optional)
- Nationality
- Spoken Languages
- Occupation



Additional information related to your usage of the product or special needs that you choose to share with us voluntarily.

### III. Data transmission and Recipients

#### Internal Recipients

The independent Research Team processes emoquo research program participant data for the purpose of informing and advising product and management teams, for the purpose of improving our products and services. The Research Team has sole access to emoquo research program participants data for the purpose of tracking and recruiting participants for future research sessions.

#### External Recipients and Third Parties

**Typeform** – for the purpose of conducting research through online surveys and capturing potential participant data.

**HubSpot** - for the purpose of managing emoquo research program participant data.

**GetFeedback** - in order to recruit participants for our user research sessions, to capture potential participant data, we use GetFeedback's integrated survey tool.

**Google Form** - for the purpose of recruiting participants for our user research sessions, to capture potential participant data and match participants' availability.

### IV. Information, correction, deletion, and revocation

You are entitled at any time to receive information about your stored personal data, its origin and recipient and the purpose of the data processing. Furthermore, in the cases listed in §§ 16ff GDPR, you are entitled to the correction, deletion, restriction or data portability of your personal data, if we are not obliged to store your data due to legal retention periods. If you have granted consent to use data, you may revoke this at any time with effect for the future. Until the date of the withdrawal, data processing remains legally correct. It is hereby pointed out that in some cases, collection, and storage of data regardless of consent may be required by applicable law. In such cases, we will discontinue any further processing and use of your personal data and delete or restrict them, insofar as we are not obligated under statutory provisions to continue to process or in particular to store them. Please direct all requests for information, queries, or revocations regarding data processing via email to [tim.aston@emoquo.com]. Notwithstanding the above provisions, you have the right to make a complaint at Information Commissioner's Office (ICO), the UK supervisory authority for data protection issues ([www.ico.org.uk](http://www.ico.org.uk)), if you believe that the processing of your data was unlawful. We would, however, appreciate the chance to deal with your concerns before you approach the ICO so please contact us in the first instance.

### V. Overview over deletion and retention periods

In any case your personal data processed in the context of your participation with emoquo's research program will be deleted for the below mentioned different kind of data within the following periods: emoquo is compliant with the General Data Protection Regulation and will delete all data which were



collected during this user research accordingly, apart from any information relevant to the good conduct and fair recruitment of participants. The research team will hold certain data on a pseudonymised basis (age group, gender, nationality, spoken languages) to ensure it meets a balance and fair representation of both emoquo users and the general population. Other specific product usage and relevant information may be asked and recorded to inform the specific needs of each product research focus (ie. whether you use emoquo or not). User contact data will be kept on record for us to contact you should we need to ask you further question or would need to invite you to subsequent research rounds (first and last name, email and phone number). You have the right to ask for deletion at any time.