

# Privacy Notice

## TIME Europe Brand Survey

This privacy notice explains how your personal data is handled in connection with the TIME Europe Brand Survey.

### Who is responsible for the survey

The data controller for this survey is Versalift United Kingdom Limited, located at 1 Altendiez Way, Burton Latimer, Northamptonshire, ENGLAND, NN15 5YT. For questions about data protection, please contact Tara Fosbrook [marketing@versalift.co.uk](mailto:marketing@versalift.co.uk).

### What data we collect

The survey is designed to be anonymous. We collect your answers to the survey questions but do not collect your name, your email address or any other identifier alongside them.

If you choose to opt in to a follow-up conversation at the end of the survey, you may voluntarily provide your email address. This is the only point in the survey at which personally identifiable information is collected.

The survey platform (SurveyMonkey) may record technical metadata such as your IP address. We have configured the survey to anonymize this data so that it cannot be linked to your identity.

### Why we collect this data

Your responses are used to:

- Inform brand and product strategy across the Time Manufacturing Company in Europe
- Understand customer needs, perceptions and preferences in aggregate
- Support research and analysis for continuous improvement

If you provide contact details, these are used solely for arranging a follow-up conversation about this research.

### Legal basis for processing

We process your anonymous survey responses based on our **legitimate interest** in conducting market research (Article 6(1)(f) GDPR).

For voluntarily provided contact details, the legal basis is **your explicit consent** (Article 6(1)(a) GDPR), which you may withdraw at any time.

### How long we keep the data

Aggregated, anonymous survey responses are retained for up to **24 months** after the conclusion of the survey for analytical purposes. After that period, only summary findings are kept.

Submitted contact details from are deleted within **6 months** of the survey closing, or earlier on request.

## Who has access to the data

Survey responses are accessible to:

- The marketing team within TIME Europe
- TOWA Digital GmbH (Brosswaldengasse 12, A-6900 Bregenz, Austria), the appointed research partner, acting as data processor under a data processing agreement

The survey platform **SurveyMonkey** (Momentive Inc., USA) acts as a sub-processor. Survey responses are stored and processed in the United States. SurveyMonkey applies Standard Contractual Clauses (Article 46 GDPR) and supplementary safeguards to ensure an adequate level of protection for the transfer of data outside the European Economic Area.

## Your rights

Under the GDPR, you have the right to:

- Request information about how your data is being processed
- Request correction or deletion of your data, where applicable
- Object to the processing of your data
- Lodge a complaint with a competent data protection supervisory authority

Because the survey responses are anonymous, we may not be able to identify your responses individually for the purpose of correction or deletion. This limitation does not apply to the contact details voluntarily provided in question 61.

## Contact

For all data protection questions in connection with this survey, please contact

Tara Fosbrook  
Marketing Manager

[marketing@versalift.co.uk](mailto:marketing@versalift.co.uk)

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