

FOCUS POINTE GLOBAL DATA SECURITY & GDPR COMPLIANCE

FPG offers a comprehensive array of quantitative and qualitative research data collection solutions.



DEEPER CONNECTIONS. DEEPER INSIGHTS.



FPG's Commitment to Data Security

In light of recent news and concerns about privacy, GDPR in particular, we are taking this opportunity to restate our commitment to protecting the Personal Data we collect, store, and process for active and prospective marketing research clients, our research participants, and our employees.

To prevent unauthorized access or disclosure, to maintain data accuracy, and to ensure the appropriate use of information, FPG uses a range of physical, technical, and administrative measures to safeguard Personal Information.



GDPR: General Data Protection Regulation

The European Union General Data Protection Regulation (GDPR) provides the new regulatory framework for privacy and data protection in the EU and ushers in ambitious changes. It went into effect on May 25, 2018 and replaces the 22-year-old Data Protection Directive. The Regulation modernizes, and strives to harmonize, the approach to privacy and data protection across the EU and applies automatically to all EU member states.

Personal Data

Personal data is at the heart of GDPR. According to the GDPR, Personal Data means “any information relating to an identified or identifiable natural person.” This includes:

- Biographical information or current living situation, including dates of birth, Social Security numbers, phone numbers and email addresses.
- Looks, appearances and behaviors, including eye color, weight and character traits.
- Workplace data and information about education, including salary, tax information and student numbers.
- Private and subjective data, including religion, political opinions and geo-tracking data.
- Health, sickness and genetics, including medical history, genetic data and information about sick leave.

GDPR Specified Individual Rights

- The right to be informed
- The right of access
- The right to rectification
- The right to erasure
- The right to restrict processing
- The right to data portability
- The right to object
- Rights in relation to automated decision making and profiling

FPG compliance for the collection, usage, processing, and transfer of Personal Information

In preparation for GDPR, FPG

- ✓ Secured industry and legal council with regard to GDPR compliance as it relates to our business
- ✓ Updated our Employee, Client, and Respondent Privacy Policies
- ✓ Appointed a Data Protection Officer (DPO)
- ✓ Created a secure, encrypted, password-protected client data portal for uploading records that contain Personal Information
- ✓ Has documented, time-stamped, opt-in data for our respondent panel
- ✓ Has addressed the process for data breach notification
- ✓ Has addressed consent to email for clients, prospects, and participants
- ✓ Has provided opt-out links on all communication channels
- ✓ Has a process for providing PII as requested, including request for erasure
- ✓ Has reviewed and updated our Respondent Rights and Terms of Use

ABOUT FPG

- FPG conducts business only within the United States. Personal Information is stored and processed within the United States. The Company does not utilize offshore or international cloud storage or data servers.
- Our panel is comprised of double opted-in, US-based respondents who participate in research conducted only in the United States. We retain the opt-in date of our panelists and adhere to a strict respondent [Privacy Policy](#) and [Terms of Use](#).
- We have a [Client Privacy Policy](#) in place that details how we handle Personal Information. Our processes for data handling – including Personal Information – are documented and regularly audited.
- FPG's Data Protection Officer (DPO) has the expertise and experience needed to assess and manage the risk associated with all aspects of secure handling of information, and how to appropriately and adequately protect this information.

For additional information, please contact:

Jeff Gregg

Data Protection Officer

Focus Pointe Global

yourprivacy@focuspointeglobal.com

Charlotte Daley

VP Brand Communication

Focus Pointe Global

cdaley@focuspointeglobal.com