

# POPIA Privacy Notice

Effective Date: 30<sup>th</sup> September 2024

## Introduction

Escalent, Inc., formerly known as Market Strategies International-Morpac, and its affiliates, including Communispace Corporation d/b/a C Space, Promise Corporation Limited t/a C Space, Hall & Partners USA LLC, and Hall & Partners Europe Ltd (collectively, “Escalent”, “we”, “our” or “us”), respects your privacy and is committed to protecting your personal information in accordance with the **Protection of Personal Information Act, 2013 (POPIA)**.

We are a global leader in providing online market research projects on behalf of our clients (“Sponsors”), and this POPIA Privacy Notice explains how we collect, use, and protect the personal information of South African participants accessing our services.

## Personal Information We Collect

We may collect the following personal information in the normal course of business to provide the products and services you have requested:

- **Identity Information:** Name, email address, and any other details you provide during registration or interaction with our services.
- **Technical Information:** IP address, device type, and browser type, collected automatically to maintain the functionality and security of our platforms.
- **Additional Information:** Any other information you voluntarily provide as part of your engagement with our services.

We ensure that the collection and processing of your information are limited to what is necessary for the purposes outlined in this notice.

## How We Use Your Information

Your personal information is used as is appropriate in the normal course of business to:

- Provide the products and services you have requested.
- Fulfil contractual and legal obligations.
- Communicate with you regarding updates, services, or related matters.
- Maintain the security and functionality of our platforms.
- Analyse and improve our services, ensuring compliance with data protection laws.

## Cross-Border Data Transfers

As a global company, your personal information may be transferred to and stored on servers located in various countries where we or our service providers operate. In compliance with **Section 72 of POPIA**, we ensure that:

- Recipient countries provide adequate data protection safeguards.
- Appropriate contractual agreements are in place to protect your information.
- Transfers are necessary for the performance of our services and with your informed consent.

## Safeguards and Compliance

We maintain **administrative, technical, and physical safeguards** to protect against loss, misuse, or unauthorised access, disclosure, alteration, or destruction of the personal information you or your employer provides to us.

We seek to ensure compliance with **data protection/privacy regulations, laws, and industry best practices** with respect to the security and management of personal information.

## Your Rights Under POPIA

As a participant based in South Africa, you have the following rights under POPIA:

- Access: You may request a copy of the personal information we hold about you.
- Correction: You may request that we correct or update inaccurate or incomplete personal information.
- Deletion: You may request that we delete your personal information, subject to legal and contractual obligations.
- Objection: You may object to the processing of your personal information where applicable.
- Complaints: You may lodge a complaint with the Information Regulator if you believe your rights under POPIA have been violated.

To exercise these rights, please contact us using the details provided below.

## Contact Us

For questions related specifically to this POPIA Privacy Notice or your rights under South African law, please use the contact details below:

- **Email:** [privacy@escalent.co](mailto:privacy@escalent.co)
- **Postal Address:** Escalent, 17430 College Parkway, Livonia, MI 48152, USA
- **Phone:** (877) 631-3505

If you have general questions about how we process your personal information, you can also refer to our [Main Privacy Policy](#).

### **Acknowledgment and Consent**

By engaging with our services, you acknowledge that you have read and understood this notice and consent to the processing of your personal information as described herein.

### **Updates to this Notice**

We may update this POPIA Privacy Notice from time to time. Any updates will be communicated to participants and made available on our website.