

Central European Supplier Survey Data Protection and Privacy Policy

I. About the survey

1. The survey is commissioned for research purposes only, it will not be used for any sort of business purpose.
2. The aim of the survey is to better understand manufacturing supplier-customer relationships in Central Europe. More information is available on the survey at <http://suppliersurvey.eu/#why-section>

II. CEU-MTA-GfK Consortium

1. The *Central European Supplier Survey (CESup Survey)* is commissioned by researchers at Central European University and the Hungarian Academy of Sciences, not-for-profit non-partisan institutions of higher education and research. More information is available on the survey at <http://suppliersurvey.eu/#partners-section>
2. The survey is conducted by GfK, a global market research company headquartered in Nuremberg, Germany.
3. The survey has received funding from the European Research Council under the European Union's Seventh Framework Programme (FP7/2007-2013) / ERC grant agreement n° 313164 and the Lendület Program of the Hungarian Academy of Sciences (2013).

III. Data collection, storage and process security

1. GfK pledges that any information given during the interview will be treated as confidential, and will not be passed on to anyone outside the Consortium in any form that will identify you as an individual.
2. GfK is member of ESOMAR, the World Association for Social, Opinion and Market Research. GfK collects the data in accordance with ESOMAR DATA PROTECTION Guidelines (www.esomar.com).

3. All data storage and processing comply with national and European data protection laws.
In particular
 - a. (EU) “Directive 95/46/EC of the European Parliament and of the Council”
 - b. (HU:) “2011. évi CXII. törvény az információs önrendelkezési jogról és az információszabadságról”
4. During analysis, your data is stored on a server hosted by CEU, protected both physically and electronically. All data transfers between participants of the research project take place on a password-protected and encrypted medium to protect against accidental data loss.
5. The project has been approved and is supervised by the Ethics Committee of Central European University.
6. Individually identifiable data can only be accessed by the Principal Investigators and a qualified Research Associate.
7. Data may be extended only by publicly available information, such as financial information.
8. Once the survey is concluded, individual firm identifiers are replaced by an anonymous identifier, created with a cryptographic hash algorithm.
9. Other people working on the research project have only access the anonymized data.

IV. Publication

1. We never publish individually identifiable data that can be traced back to your company.
2. We never publish any company names or identifiers you may have provided.
3. Any statistic we publish is based on at least five different companies.

V. Questions or comments

1. The project leader is Prof. Dr. Miklós Koren, associate professor at the Economics Department of the Central European University. He can be reached at koren@suppliersurvey.eu.
2. On behalf of GfK, GfK Hungaria Kft is the principal co-ordinator Gábor Sugatagi. He can be reached at +36 1 452 3050.
3. If you have any questions, you may reach us at questions@suppliersurvey.eu or by calling +36 1 327 3226.