

# How does Kieskompas – Election Compass treat my personal data?

## Our Privacy Statement (EN)

- **Who are you?**

Kieskompas is a private research company, founded in 2006. The research institute is completely independent, has scientific roots (it is co-founded by the VU University Amsterdam) and operates internationally. The Kieskompas team is formed by a group of committed and enthusiastic scientists.

- **Why do you collect data?**

We collect data for scientific research in the field of political science. This research is not only useful for conducting informative data analyses, but also enable governmental agencies and other relevant institutions to implement data-informed policies. In some cases, we also provide other academics with anonymised data for their research projects. We share the analyses we conduct with media and other organizations, such as government agencies and non-governmental organisations (NGOs). In this way, promote high-quality reporting on political and social opinions. These analyses can never be traced back to individual persons. It always concerns anonymised and aggregated data.

- **How do you collect data?**

We collect data using online tools (VAAs) and through targeted panel surveys. Our best-known tool is an online Voting Advice Application (VAA) called the "Election Compass". More than 60 million people in more than 40 countries have used a Kieskompas VAA. These tools help voters make a more informed and evidence-based vote choice.

- **How does Kieskompas use cookies?**

Cookies are small text files that are placed on your computer, mobile or other device when you visit almost any website. We place an analytical cookie to collect visitor statistics. During your visit to one of our tools or our [corporate website](#), we make use of Google Analytics. We do this in accordance with the rules of the Dutch Data Protection Authority. Therefore, we have entered into a Data Processing Agreement with Google and masked the last octet of your IP address. We do not share data with Google, and do not use other Google services in combination with the Google Analytics cookies.

We only place analytical cookies, and no tracking or functional cookies. Tracking or functional cookies are often used to measure and analyse the behaviour of visitors on a website or application or to keep a session on a website open. We have deliberately decided not to use these types of cookies.

- **What kind of data do you collect with Kieskompas VAAs?**

In a Kieskompas VAA we ask you - in addition to answering the statements - to fill in a number of additional questions. For example, your gender, year of birth, highest education, part of your zip code area and political preferences (below is a full list of data we collect). It is good to know that you can also choose not to answer any of these questions and only answer the statements. Although answering the additional questions is not mandatory, we hope you will. These data are, of course, very relevant for scientific research. If you decide not to answer the additional questions, you will still be able to see the result of a Kieskompas VAA. The answers you provide when filling one of our tools constitute non-personal data that is stored indefinitely.

In a Kieskompas VAA, we will also ask you to leave your e-mail address and consent to receive invitations to participate in additional online scientific research surveys. Because we are processing your personal data, the

General Data Protection Regulation 2016/679 (GDPR) applies. Note that **filling in the Kieskompas tool is always strictly anonymous**: in the Kieskompas tool we do not connect your e-mail address to the background questions and the answers of the statements. We have provided more information on the data collected in Kieskompas VAAs in the chart below:

Type of data collected in the <u>Kieskompas VAA</u>	Consent not required	Automatic	After consent
Answers to the statements	✓		
Time of completion		✓	
Browser data		✓	
Logfiles about the traffic on the site		✓	
Aggregated location data (such as the city and province where you use Kieskompas)		✓	
Information about your device (type, browser)		✓	
Background data (birth year, gender, education and a part of your postal code or a larger geographic unit)	✓		
Special personal data (party preference, political opinions and voting behaviour)	✓		
Email address			✓

**NOTE: Please note that our VAA data does not contain IP addresses and all (personal) data collected in the Kieskompas tool remains completely anonymous (even if you leave your e-mail address). If you decide to participate in a survey, we will ask for your explicit consent before collecting personal data.**

- **Is providing your email in a Kieskompas VAA secure?**

Absolutely! The only personal data that Kieskompas stores about users, namely the e-mail address, cannot be connected to the answers you provide in any way. The data is processed and stored by our IT service provider. There is a legally binding Data Processing Agreement between Kieskompas BV and the IT service provider. The collected data always consists of three files: (1) a codebook, (2) an anonymous dataset and (3) a secure file with e-mail addresses, kept separate from other files. After each project, the file containing email addresses is removed from the servers and stored on external hard drives, which are not connected to the internet and are secured with a unique login name and password. For more information on what happens with your email address, please see below.

- **What kind of data do you collect with Kieskompas surveys?**

Email addresses are only used to invite you to (additional) scientific (longitudinal) studies (online surveys). You may receive a survey invitation in the short term, but this could also happen after a few years. That is why we keep your e-mail address for a long period, but for a maximum of 15 years. If you are approached for an online survey, you can of course refuse to participate and / or unsubscribe. Before respondents participate in our surveys, they are asked to provide explicit consent. Respondents may withdraw their consent at any time without suffering any detriment for withdrawing their consent.

We keep your e-mail address separate from other data. Therefore, we immediately assign unique identifiers to respondents' email addresses. This enables the pseudo-anonymisation of survey data. Pseudo-anonymisation allows for conducting longitudinal research and connecting the data of multiple surveys which were taken by the same respondents without the use of any personal data. Unique identifiers are used to connect such data instead.

Kieskompas conducts scientific panel research by using the services of Qualtrics – a GDPR compliant cloud-based software solution for online surveys. The data collected in the online survey is always pseudo-anonymised upon receipt, meaning that all (automatically\*) collected personal data is deleted (for more information, see the table below).

When third parties conduct research with data, they only work with completely anonymised data that cannot be traced back to natural persons in any way.

We have provided more information on the data collected in Kieskompas surveys in the table below:

Type of data collected in the <u>online survey research</u>	After consent	After explicit consent
IP address*	✓	
Approximate location data (longitude and latitude)*	✓	
Time of starting and completing the survey	✓	
Duration of survey completion (in seconds)	✓	
Background data (birth year, gender, education and a part of your postal code or a larger geographic unit)		✓
Special personal data (e.g., party preference, political opinions, and voting behaviour)		✓
Answers to any additional survey questions		✓

## • Contact with Kieskompas

Contact with Kieskompas BV about data or privacy-related questions can be made via email ([info@kieskompas.nl](mailto:info@kieskompas.nl)), or telephone (+31 (0)20 -737 3008). You may also contact Yordan Kutyski – the Kieskompas Data Protection Officer (DPO) via email ([yordan@kieskompas.nl](mailto:yordan@kieskompas.nl)), or the aforementioned telephone number. The emails we receive from respondents are kept for up to two years for training purposes. The Kieskompas contact information can be found by users in various ways. This makes it easy for users to inform themselves or to exercise their data rights. Additional contact information of Kieskompas can be found below:

- Kieskompas BV  
Rombout Hogerbeetsstraat 78  
1052 XH Amsterdam  
Nederland

Any contact from Kieskompas with a user will contain this document, including contact details, either through a direct link or through a link to the website. A cookie notice is displayed at the beginning of each Kieskompas VAA, and if (sensitive) personal data is requested, a page will appear where you will be required to provide (explicit) consent.

## • Your data rights

Kieskompas would like to ensure that you are fully aware of all your data protection rights. Every Kieskompas user is entitled to the following rights:

**Right of access:** You have the right to request copies of your personal data from Kieskompas.

**Right to be forgotten:** You have the right to request that your personal data is erased. To ensure the security of the "right to be forgotten", we ask users who want their data erased to email us from the email address known to us. Without an e-mail address known to us, we cannot link or share your data with you. When a full application is submitted, the Kieskompas Data Protection Officer (DPO), will look up and link the data of the user in order to erase it.

**Right of data correction:** You have the right to request that Kieskompas corrects any information that you deem inaccurate. You also have the right to request that Kieskompas completes information you deem incomplete.

**Right of data portability:** You have the right to have the personal data provided to Kieskompas transmitted directly to another controller, where technically feasible.

**Right to restrict processing:** As an alternative to "the right to be forgotten", you have the right to request that Kieskompas restricts the processing of your personal data under certain circumstances. This may be because you have issues with the content of the information Kieskompas holds or how Kieskompas has processed your data.

**Right to object to processing:** You have the right to object to Kieskompas's processing of your personal data, under certain circumstances.

**Right to lodge a complaint:** Kieskompas users have the right to lodge a complaint to a supervisory authority, with regard to the means in which Kieskompas processes their data. The Dutch data supervisory authority is the Autoriteit Persoonsgegevens (Dutch Data Protection Authority).

To ensure that their rights are securely implemented, we ask users to email us from the email address known to us. Without an e-mail address known to us, we cannot not identify your data. When a full application is submitted, the Kieskompas Data Protection Officer (DPO), will ensure that your rights are observed.