



The Interpublic Group of Companies, Inc.

Client Pack

IPG Agencies Data Processing Operations – Key Features

This document outlines the key features of the data processing activities undertaken as part of our Advertising Services. The document is divided into two sections; the first covers our Typical Advertising Services, whilst the second summarises our Specialist Services - Pharmaceutical and Medical.

I. Typical Advertising Services:

1. Competitions
2. Customer relationship management
3. Customer relationship management (programmatic search and social)
4. Digital buying
5. Direct marketing
6. Employee Engagement
7. Events Administration
8. Experiential
9. Hospitality Management
10. Insights and activation for target audiences
11. Lobbying
12. Programmatic Services
13. Provision of services, including billing
14. Public Relations
15. Research & Insights: Qualitative Research
16. Research & Insights: Listening Services
17. Sales promotion administration
18. Search: Targeted Advertising
19. Search: Digital Marketing
20. Social Media Management and Maintenance
21. Social Media Services
22. Talent Management
23. Technology Development (Apps, Websites, Social Media)

II. Specialist Services – Pharmaceutical and Medical:

24. External Expert Engagement
 25. Market Research (Interviews/Insight/Consultancy)
 26. Meetings & Events
 27. Publications
 28. Technology Development (Apps, Websites, Social Media)
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I. Typical Advertising Services:

1. Competitions			
PURPOSE OF PROCESSING	CATEGORIES OF DATA SUBJECT	CATEGORIES OF PERSONAL DATA	PROCESSING OPERATION
<p>To provide competitions, promotional events and information to data subjects on behalf of the Client.</p> <p>To provide payments and/or prizes to fulfil a contractual obligation on behalf of the Client.</p>	<p>Individuals attending Client events or participating in promotional activities.</p> <p>Client customers or prospective customers.</p> <p>Talent and Client Brand Ambassadors.</p> <p>Consumers providing customer insight in respect of consumer products or services.</p>	<p>Identifying information: Name, personal contact details (including address, telephone and mobile numbers and email address), place of work, job title, employment contact details (including address, telephone and mobile numbers and email address), age, gender, physical characteristics, preferences.</p> <p>Other: Invoicing and billing information and personal preferences.</p> <p>Special categories: only where necessary to provide the services described in the MSA and/ corresponding SOW. (Religion, health data e.g. dietary or accessibility requirements).</p>	<p>Using contact details to provide competitions and marketing communications.</p> <p>Using contact and bank details to fulfil a contractual obligation e.g. providing a service or product, or prize to consumers, making payment to talent or contractors.</p> <p>Using contact and personal details to provide hospitality/travel/accommodation arrangements.</p>
DURATION OF PROCESSING	The Personal Data will be processed by the Agency for the duration of the Agreement, Services or part thereof or in accordance with applicable law.		

2. Customer Relationship Management			
PURPOSE OF PROCESSING	CATEGORIES OF DATA SUBJECT	CATEGORIES OF PERSONAL DATA	PROCESSING OPERATION
Customer relationship management.	Client customers, potential client customers.	Name, address, email address, phone number – home or mobile, preferences. Special categories: None.	Customer relationship management.
DURATION OF PROCESSING	The Personal Data will be processed by the Agency for the duration of the Agreement, Services or part thereof or in accordance with applicable law.		

3. Customer Relation Management (Programmatic Search And Social)			
PURPOSE OF PROCESSING	CATEGORIES OF DATA SUBJECT	CATEGORIES OF PERSONAL DATA	PROCESSING OPERATION
CRM on boarding for programmatic search and social.	Client to Agency: Client customers or prospective customers visiting client websites. Client to Technology Vendors contracted through Agency: Client customers or prospective customers visiting client websites.	Client to Agency: Name, email address, post code, date of birth, age, gender, mobile number, mobile device ID, online identifier, preferences. Client to Technology Vendors contracted through Agency: Name, email address, post code, date of birth, age, gender, mobile number, mobile device ID, online identifier. Special categories: None.	Client to Agency: Collection, logging, organisation, storage, adaptation, analysis, profiling, use, disclosure by transmission, restricted access, alignment & combination and erasure. Client to Technology Vendors contracted through Agency: Collection, logging, organisation, storage, adaptation, analysis, profiling, use, disclosure by transmission, alignment & combination, erasure, retrieval and dissemination.
DURATION OF PROCESSING	Client to Agency: duration of the services or in accordance with applicable law. Client to Technology Vendors contracted through Agency: duration of the Agreement, Services or in accordance with applicable law.		

4. Digital Buying			
PURPOSE OF PROCESSING	CATEGORIES OF DATA SUBJECT	CATEGORIES OF PERSONAL DATA	PROCESSING OPERATION
Providing digital campaign reporting and analysis.	Client to Technology Vendors contracted through Agency: Client customers or prospective customers visiting client websites or publishers website on which the Client's ad is served.	Client to Technology Vendors contracted through Agency: IP Addresses, cookies IDs, location data (incl. Latitude & Longitude, postcode, mobile GPS location), mobile device ID, preferences. Special categories: None.	Client to Technology Vendors contracted through Agency: Collection, logging, organisation, storage, adaptation, analysis, use, disclosure by transmission, alignment & combination, erasure, retrieval and dissemination.
DURATION OF PROCESSING	Client to Technology Vendors contracted through Agency: duration of the Agreement, Services or in accordance with applicable law.		

5. Direct Marketing			
PURPOSE OF PROCESSING	CATEGORIES OF DATA SUBJECT	CATEGORIES OF PERSONAL DATA	PROCESSING OPERATION
Delivering direct marketing to Client customers or potential customers.	Client customers, potential client customers.	Name, address, email address, phone number – home or mobile, lifestyle information and preferences. Special categories: None.	Using contact details to provide marketing communications.
DURATION OF PROCESSING	The Personal Data will be processed by the Agency for the duration of the Agreement, Services or part thereof or in accordance with applicable law.		

6. Employee Engagement			
PURPOSE OF PROCESSING	CATEGORIES OF DATA SUBJECT	CATEGORIES OF PERSONAL DATA	PROCESSING OPERATION
To provide engagement materials and information to of Client employees or prospective employees.	Client employees or prospective employees.	<p>Identifying information: Name, social media account name, personal contact details (including address, telephone and mobile numbers and email address), place of work, job title, employment contact details (including address, telephone and mobile numbers and email address), age, gender, physical characteristics.</p> <p>Other: Invoicing and billing information and personal preferences.</p> <p>Special categories: only where necessary to provide the services described in the MSA and/ corresponding SOW. (Religion, health data and nationality).</p>	Using contact details to provide employee or prospective employee engagement communications.
DURATION OF PROCESSING	The Personal Data will be processed by the Agency for the duration of the Agreement, Services or part thereof or in accordance with applicable law.		

7. Events Administration			
PURPOSE OF PROCESSING	CATEGORIES OF DATA SUBJECT	CATEGORIES OF PERSONAL DATA	PROCESSING OPERATION
<p>To facilitate event planning and management.</p> <p>To provide marketing materials and information to data subjects on behalf of the Client.</p> <p>To provide payments to fulfil a contractual obligation on behalf of the Client.</p>	<p>Event attendees or prospective attendees.</p> <p>Client customers or prospective customers.</p> <p>Talent and Client brand ambassadors.</p> <p>Individuals participating in promotional activities.</p>	<p>Identifying information: Name, personal contact details (including address, telephone and mobile numbers and email address), place of work, job title, employment contact details (including address, telephone and mobile numbers and email address), age, gender, physical characteristics.</p> <p>Other: Invoicing and billing information and personal preferences.</p> <p>Special categories: only where necessary to provide the services described in the MSA and/ corresponding SOW. (Religion, health data e.g. dietary or accessibility requirements).</p>	<p>Using contact details to provide event information and marketing communications.</p> <p>Using contact and bank details to fulfil a contractual obligation, e.g. making payment to talent or contractors.</p> <p>Using contact and personal details to provide hospitality/travel/accommodation arrangements.</p>
DURATION OF PROCESSING	The Personal Data will be processed by the Agency for the duration of the Agreement, Services or part thereof or in accordance with applicable law.		

8. Experiential (Brand Experiences for Consumers, or Creative PR Stunts)

PURPOSE OF PROCESSING	CATEGORIES OF DATA SUBJECT	CATEGORIES OF PERSONAL DATA	PROCESSING OPERATION
<p>Experiential: brand experiences for consumers or creative PR stunts.</p>	<p>Client customers, potential client customers, talent.</p>	<p>Name, address, email address, phone number – home or mobile, date of birth, IP address, geo-location.</p> <p>Other: Invoicing and billing information.</p> <p>Special categories: only where necessary to provide the services described in the MSA and/ corresponding SOW. (Religion, health data e.g. dietary or accessibility requirements).</p>	<p>Using contact details to provide event information and marketing communications.</p> <p>Using location data to deliver location based messages and information.</p>
<p>DURATION OF PROCESSING</p>	<p>The Personal Data will be processed by the Agency for the duration of the Agreement, Services or part thereof or in accordance with applicable law.</p>		

9. Hospitality Management

PURPOSE OF PROCESSING	CATEGORIES OF DATA SUBJECT	CATEGORIES OF PERSONAL DATA	PROCESSING OPERATION
<p>To provide hospitality events and information to data subjects on behalf of the Client.</p> <p>To provide payments to fulfil a contractual obligation on behalf of the Client.</p>	<p>Consumers/Individuals attending Client events or participating in promotional activities.</p> <p>Client customers or prospective customers.</p> <p>Talent and Client brand ambassadors.</p> <p>Consumers providing customer insight in respect of consumer products.</p>	<p>Identifying information: Name, personal contact details (including address, telephone and mobile numbers and email address), place of work, job title, employment contact details (including address, telephone and mobile numbers and email address), age, gender, physical characteristics.</p> <p>Other: Invoicing and billing information and personal preferences.</p> <p>Special categories: only where necessary to provide the services described in the MSA and/ corresponding SOW. (Religion, health data e.g. dietary or accessibility requirements).</p>	<p>Using contact details to provide communications relating to events or hospitality.</p> <p>Using contact and bank details to fulfil a contractual obligation e.g. providing a service or product to consumers, making payment to talent or contractors.</p> <p>Using contact and personal details to provide hospitality/travel/accommodation arrangements.</p>
<p>DURATION OF PROCESSING</p>	<p>The Personal Data will be processed by the Agency for the duration of the Agreement, Services or part thereof or in accordance with applicable law.</p>		

10. Insights And Activation of Media for Target Audiences			
PURPOSE OF PROCESSING	CATEGORIES OF DATA SUBJECT	CATEGORIES OF PERSONAL DATA	PROCESSING OPERATION
<p>Insights for plan and activation of media for target audiences and measurement of campaign effectiveness.</p> <p>Client to Agency's sub-processor (e.g. LiveRamp) hashing and uniquely identifying</p> <p>Client to Technology Vendors (e.g DSPs) contracted through Agency: adserving, tracking of user engagement with/delivery of online adverts.</p>	<p>Client to Agency's sub-processor: Client customers or potential customers.</p> <p>Consumers who have been served campaign/advert.</p>	<p>Client to Agency's sub-processor: Name, personal contact details (including address, telephone and mobile numbers and email address), location data, gender, age, date of birth, mobile device ID, cookie ID, IP Addresses, preferences.</p> <p>Agency sub-processor to Agency: Mediabrands ID</p> <p>Technology vendors to Agency: IP Addresses, cookies IDs, location data (incl. Latitude & Longitude, postcode, mobile GPS location), mobile device ID, preferences.</p> <p>Special Categories: None.</p>	<p>Client to Agency's sub-processor: Collection, recording, organisation, structuring, storage, use, disclosure, making available, erasure, dissemination. Hashing of data and uniquely identifying.</p> <p>Agency sub-processor to Agency: to match pseudonymised audiences</p> <p>Technology vendors to Agency: Collection, recording, organisation, structuring, storage, use, disclosure, making available, erasure, dissemination.</p>
DURATION OF PROCESSING	<p>Client to Agency: The Personal Data will be processed by the Agency for the duration of the Agreement, Services or part thereof or in accordance with applicable law.</p> <p>Client to Technology Vendors contracted through Agency: determined according to vendor contract and instructions of client.</p>		

11. Lobbying			
PURPOSE OF PROCESSING	CATEGORIES OF DATA SUBJECT	CATEGORIES OF PERSONAL DATA	PROCESSING OPERATION
To engage with officials and public figures to inform and influence on behalf of the Client.	Individuals who influence government decisions or public figures.	<p>Identifying information: Name, personal contact details (including address, telephone and mobile numbers and email address), place of work, job title, employment contact details (including address, telephone and mobile numbers and email address), age, gender, physical characteristics, preferences.</p> <p>Other: Invoicing and billing information and personal preferences.</p> <p>Special categories: only where necessary to provide the services described in the MSA and/ corresponding SOW. (Religion, health data (e.g. dietary requirements).</p>	<p>Using contact details to engage with government officials and public figures.</p> <p>Using place of work, job title and personal preferences to identify areas of public influence or exposure.</p>
DURATION OF PROCESSING	The Personal Data will be processed by the Agency for the duration of the Agreement, Services or part thereof or in accordance with applicable law.		

12. Programmatic Services			
PURPOSE OF PROCESSING	CATEGORIES OF DATA SUBJECT	CATEGORIES OF PERSONAL DATA	PROCESSING OPERATION
<p>Client to Agency: Provide precision targeted advertising services to promote engagement with Client brands or purchase of Client products or services.</p> <p>Client to Technology Vendors contracted through Agency: Ad-serving, tracking of user engagement with/delivery of online adverts.</p>	<p>Client to Agency: (as below, no data is received by Agency from Client. Data transferred directly to technology vendors)</p> <p>Client to Technology Vendors contracted through Agency: Client customers or prospective customers visiting client websites.</p>	<p>Client to Agency: N/A (as below, no data is received by Agency from Client. Data transferred directly to technology vendors)</p> <p>Client to Technology Vendors contracted through Agency: IP Addresses, cookies IDs, location data (incl. Latitude & Longitude, postcode, mobile GPS location), mobile device ID, preferences.</p> <p>Special categories: None.</p>	<p>Client to Agency: N/A (as below, no data is received by Agency from Client. Data transferred directly to technology vendors)</p> <p>Client to Technology Vendors contracted through Agency: Collection, logging, organisation, storage, adaptation, analysis, use, disclosure by transmission, alignment & combination, erasure, retrieval and dissemination.</p>
DURATION OF PROCESSING	Client to Technology Vendors contracted through Agency: duration of the Agreement, Services or in accordance with applicable law.		

13. Provision of Services, Including Billing			
PURPOSE OF PROCESSING	CATEGORIES OF DATA SUBJECT	CATEGORIES OF PERSONAL DATA	PROCESSING OPERATION
Provision of services, including billing.	Client customers, talent.	Name, address, email address, phone number – home or mobile, date of birth, bank details. Special categories: None.	Receiving, sorting and using the data for the purpose, deleting in accordance with contractual obligations or deletion policy.
DURATION OF PROCESSING	The Personal Data will be processed by the Agency for the duration of the Agreement, Services or part thereof or in accordance with applicable law.		

14. Public Relations			
PURPOSE OF PROCESSING	CATEGORIES OF DATA SUBJECT	CATEGORIES OF PERSONAL DATA	PROCESSING OPERATION
<p>To engage with journalists and influencers in order to provide public relations services to the Client.</p> <p>To provide payments to fulfil a contractual obligation on behalf of the Client.</p>	Journalists and traditional, members of the public or social media influencers.	<p>Identifying information: Name, personal contact details (including address, telephone and mobile numbers and email address), place of work, job title, employment contact details (including address, telephone and mobile numbers and email address), age, gender, physical characteristics.</p> <p>Other: Invoicing and billing information and personal preferences.</p> <p>Special categories: None.</p>	<p>Using contact details to engage with journalists and influencers.</p> <p>Using place of work, job title and personal preferences to identify areas of public influence or exposure.</p> <p>Using contact and bank details to fulfil a contractual obligation.</p>
DURATION OF PROCESSING	The Personal Data will be processed by the Agency for the duration of the Agreement, Services or part thereof or in accordance with applicable law.		

15. Research & Insights: Qualitative Research			
PURPOSE OF PROCESSING	CATEGORIES OF DATA SUBJECT	CATEGORIES OF PERSONAL DATA	PROCESSING OPERATION
<p>Provide research to provide clients with insight as to how to communicate their products and services in the media.</p> <p>To understand the behaviour of individuals to guide Client's use of media.</p>	Client customers, prospective customers or Individual members of the public as it relates to particular industries.	<p>Name, job title, contact number, employment details, photo, date of birth, preferences.</p> <p>Special categories: None.</p>	Collection, recording, organisation, structuring, storage, use, disclosure, making available, erasure, dissemination.
DURATION OF PROCESSING	The Personal Data will be processed by the Agency for the duration of the Agreement, Services or part thereof or in accordance with applicable law.		

16. Research & Insights: Listening Services			
PURPOSE OF PROCESSING	CATEGORIES OF DATA SUBJECT	CATEGORIES OF PERSONAL DATA	PROCESSING OPERATION
Social media listening services.	<p>Agency via Third Party Vendor: Individual members of the public who share their information online via social media sites.</p> <p>Agency direct: Individual members of the public who share their information online via social media sites.</p>	<p>Name, online identifier; picture; video; email addresses; phone number.</p> <p>Name, online identifier; picture; video; email addresses; phone number.</p> <p>Special Categories: None.</p>	<p>Collection, recording, organisation, structuring, storage, use, disclosure, making available, erasure, dissemination.</p> <p>Collection, recording, organisation, structuring, storage, use, disclosure, making available, erasure, dissemination.</p>
DURATION OF PROCESSING	The Personal Data will be processed by the Agency for the duration of the Agreement, Services or part thereof or in accordance with applicable law.		

17. Sales Promotion Administration			
PURPOSE OF PROCESSING	CATEGORIES OF DATA SUBJECT	CATEGORIES OF PERSONAL DATA	PROCESSING OPERATION
Administering a sales promotion.	Client customers, potential client customers.	<p>Name, address, email address, phone number – home or mobile, bank details.</p> <p>Special categories: None.</p>	<p>Using contact details to provide marketing communications.</p> <p>Using contact and bank details to fulfil a contractual obligation e.g. providing a service or product to consumers.</p> <p>Using contact and personal details to provide goods or services as per the promotion.</p>
DURATION OF PROCESSING	The Personal Data will be processed by the Agency for the duration of the Agreement, Services or part thereof or in accordance with applicable law.		

18. Search: Targeted Advertising			
PURPOSE OF PROCESSING	CATEGORIES OF DATA SUBJECT	CATEGORIES OF PERSONAL DATA	PROCESSING OPERATION
Targeted advertising and lead generation.	Client to Technology Vendors contracted through Agency: Client customers or prospective customers visiting client websites.	Client to Technology Vendors contracted through Agency: IP Addresses, cookies IDs, location data (incl. Latitude & Longitude, postcode, mobile GPS location), mobile device ID. Special Categories: None.	Client to Technology Vendors contracted through Agency: Collection, logging, organisation, storage, adaptation, analysis, use, disclosure by transmission, alignment & combination, erasure, retrieval and dissemination.
DURATION OF PROCESSING	Client to Technology Vendors contracted through Agency: duration of the Agreement, Services or in accordance with applicable law.		

19. Search: Digital Marketing			
PURPOSE OF PROCESSING	CATEGORIES OF DATA SUBJECT	CATEGORIES OF PERSONAL DATA	PROCESSING OPERATION
Automated digital marketing.	Client to Agency: Visitors of client website; visitors to client marketing events. Client to Technology Vendors contracted through Agency: Visitors of client website; visitors to client marketing events.	Client to Agency: Name, address, contact number, date of birth, job title, employer details, business contact details. Client to Technology Vendors contracted through Agency: Name, address, contact number, date of birth, job title, employer details, business contact details.	Client to Agency: Logging, organisation, storage, adaptation, profiling, analysis, use, alignment & combination, erasure, retrieval and dissemination. Client to Technology Vendors contracted through Agency: Logging, organisation, storage, adaptation, profiling, analysis, use, alignment & combination, erasure, retrieval and dissemination.
DURATION OF PROCESSING	Client to Agency: deletion as soon as passed to Technology Vendor. Client to Technology Vendors contracted through Agency: duration of the Agreement, Services or in accordance with applicable law.		

20. Social Media Management and Maintenance

PURPOSE OF PROCESSING	CATEGORIES OF DATA SUBJECT	CATEGORIES OF PERSONAL DATA	PROCESSING OPERATION
<p>To provide social media management services and information to data subjects on behalf of the Client.</p> <p>To provide payments to fulfil a contractual obligation on behalf of the Client.</p>	<p>Client customers or prospective customers; talent and Client brand ambassadors; and consumers providing customer insight in respect of consumer platforms or products.</p>	<p>Identifying information: Name, social media account name, personal contact details (including address, telephone and mobile numbers and email address), IP Addresses and mobile device identifiers, place of work, job title, employment contact details (including address, telephone and mobile numbers and email address), age, gender, physical characteristics.</p> <p>Other: Invoicing and billing information and personal preferences.</p> <p>Special categories: only where necessary to provide the services described in the MSA and/ corresponding SOW.</p>	<p>Using contact details to provide marketing communications, and to manage social media.</p> <p>Using contact and bank details to fulfil a contractual obligation e.g. providing a service or product to consumers, making payment to talent or contractors.</p>
<p>DURATION OF PROCESSING</p>	<p>The Personal Data will be processed by the Agency for the duration of the Agreement, Services or part thereof or in accordance with applicable law.</p>		

21. Social Media Services

PURPOSE OF PROCESSING	CATEGORIES OF DATA SUBJECT	CATEGORIES OF PERSONAL DATA	PROCESSING OPERATION
To target advertising through social media advertising platform and/or generate leads.	Client to Technology Vendors contracted through Agency: Client customers or prospective customers visiting client websites, or social media users.	Client to Technology Vendors contracted through Agency: IP Addresses, cookies IDs, location data (incl. Latitude & Longitude, postcode, mobile GPS location), mobile device ID. Special Categories: None.	Client to Technology Vendors contracted through Agency: Collection, logging, organisation, storage, adaptation, profiling, analysis, use, disclosure by transmission, alignment & combination, erasure, retrieval and dissemination.
DURATION OF PROCESSING	Client to Technology Vendors contracted through Agency: duration of the Agreement, Services or in accordance with applicable law.		

22. Talent Management

PURPOSE OF PROCESSING	CATEGORIES OF DATA SUBJECT	CATEGORIES OF PERSONAL DATA	PROCESSING OPERATION
<p>To facilitate talent and Client brand ambassador participation in Client project.</p> <p>To provide payments to fulfil a contractual obligation on behalf of the Client.</p>	<p>Talent and Client brand ambassadors.</p> <p>Agents, representatives and employees of talent and Client brand ambassadors.</p>	<p>Identifying information: Name, personal contact details (including address, telephone and mobile numbers and email address), place of work, job title, employment contact details (including address, telephone and mobile numbers and email address), age, gender, physical characteristics.</p> <p>Other: Invoicing and billing information and personal preferences.</p> <p>Special categories: only where necessary to provide the services described in the MSA and/ corresponding SOW. (Religion, health data e.g. dietary or accessibility requirements).</p>	<p>Using contact details to facilitate talent and Client brand ambassador participation in Client project.</p> <p>Using contact and bank details to fulfil a contractual obligation e.g. making payment to talent or contractors.</p> <p>Using contact and personal details to provide hospitality/travel/accommodation arrangements.</p>
<p>DURATION OF PROCESSING</p>	<p>The Personal Data will be processed by the Agency for the duration of the Agreement, Services or part thereof or in accordance with applicable law.</p>		

23. Technology Development (Apps, Websites, Social Media)

PURPOSE OF PROCESSING	CATEGORIES OF DATA SUBJECT	CATEGORIES OF PERSONAL DATA	PROCESSING OPERATION
<p>To provide app/website/social media development services and information to data subjects on behalf of the Client.</p> <p>To provide payments to fulfil a contractual obligation on behalf of the Client.</p>	<p>Client customers or prospective customers; talent and Client brand ambassadors.</p> <p>Consumers providing customer insight in respect of consumer products or services.</p>	<p>Identifying information: Name, personal contact details (including address, telephone and mobile numbers and email address), place of work, job title, employment contact details (including address, telephone and mobile numbers and email address), age, gender, physical characteristics, geolocation.</p> <p>Other: Invoicing and billing information and personal preferences.</p> <p>Special categories: None.</p>	<p>Using personal data to develop app/website functionality and content.</p> <p>Using personal data to deliver apps; allow access to websites and social media services.</p> <p>Collecting data to provide insight into app/website/social media usage.</p> <p>Using personal data to improve app/website/social media features and functionality.</p> <p>Profiling users to target features and functionality.</p> <p>Using contact and bank details to fulfil a contractual obligation e.g. providing a service or product to consumers, making payment to talent or contractors.</p>
<p>DURATION OF PROCESSING</p>	<p>The Personal Data will be processed by the Agency for the duration of the Agreement, Services or part thereof or in accordance with applicable law.</p>		

II. Specialist Services – Pharmaceutical and Medical

24. External Expert Engagement			
PURPOSE OF PROCESSING	CATEGORIES OF DATA SUBJECT	CATEGORIES OF PERSONAL DATA	PROCESSING OPERATION
<p>To make an assessment about the person's expertise/influence ranking based on objective parameters (number of publications, editorial board membership, etc.)</p> <p>To understand views on therapy areas and medicines.</p> <p>To enable interactions on content development.</p> <p>To fulfil a contractual obligation, e.g. payment for fees/expenses.</p>	<p>Health care professionals and health care providers.</p>	<p>Name, job title, contact details including work address, email, telephone and mobile numbers.</p> <p>Age, gender, personal preferences and opinions, authorship of publications, membership of professional societies, nationality, qualifications, conflict of interest disclosures. Voice recording.</p> <p>Bank details.</p>	<p>Use contact details to help with developing and editing scientific content and understand views on therapy areas and medicines.</p> <p>Use bank details to fulfil a contractual obligations, e.g. payment for fees/expenses.</p>
DURATION OF PROCESSING	<p>The Personal Data will be processed by the Agency for the duration of the Agreement, Services or part thereof or in accordance with applicable law.</p>		

25. Market Research (Interviews/Insight/Consultancy)			
PURPOSE OF PROCESSING	CATEGORIES OF DATA SUBJECT	CATEGORIES OF PERSONAL DATA	PROCESSING OPERATION
To provide business insights for clients (Data Controller).	Study participants (health care professionals, health care providers, health care payers and regulators, patients/carers and consumers). Agency customers / prospective customers. Sub-contractors / prospective suppliers.	Name, job title, contact details including work address, email, telephone and mobile numbers. Age/years of service, gender, employment status, personal preferences and opinions, nationality, professional qualifications/grade, specialty, conflict of interest disclosures. Voice recording. Bank details. Substantive information about own health and interactions with health practitioners. Impact of health issues on lifestyle (work, family).	Using contact details to provide marketing communications and develop business relationships. Using bank details to make payment to contractors and market research participants. Analysis to understand views on therapy areas, medical interventions (including pharmaceuticals) and medical (support) services. Products tested may have received marketing authorization or be in clinical development. To optimize brand development strategy and tools. Quality control and Pharmacovigilance.
DURATION OF PROCESSING	The Personal Data will be processed by the Agency for the duration of the Agreement, Services or part thereof or in accordance with applicable law.		

26. Meetings and Events			
PURPOSE OF PROCESSING	CATEGORIES OF DATA SUBJECT	CATEGORIES OF PERSONAL DATA	PROCESSING OPERATION
<p>To enable interactions on content development.</p> <p>To provide hospitality/travel/accommodation arrangements and visa applications.</p> <p>To fulfil a contractual obligations, e.g. payment for fees/expenses or to liaise with a congress on behalf of a HCP or healthcare provider.</p>	<p>Health care professionals and health care providers.</p> <p>Occasionally patients or patient representatives and/or carers.</p>	<p>Name, job title, contact details including address (work and home), email (work and personal), telephone numbers (work and personal), age, gender, personal preferences, nationality, qualifications, partner/dependant emergency contact details, conflict of interest disclosures.</p> <p>Log in details for congresses, society membership details.</p> <p>Bank details.</p> <p>Passport number, driver's license or social security number.</p>	<p>Use contact details to help with developing and editing scientific content.</p> <p>Use contact details and identity information to arrange hospitality/travel/accommodation arrangements and visa applications.</p> <p>Disclose conflict of interest data as part of the presentation submission.</p> <p>Use log-in details society membership information to upload presentations to congress websites and portals.</p> <p>Use bank details to pay fees and expenses.</p>
DURATION OF PROCESSING	The Personal Data will be processed by the Agency for the duration of the Agreement, Services or part thereof or in accordance with applicable law.		

27. Publications (Medical Context)			
PURPOSE OF PROCESSING	CATEGORIES OF DATA SUBJECT	CATEGORIES OF PERSONAL DATA	PROCESSING OPERATION
<p>To enable interactions on scientific content development.</p> <p>To enable agency to upload content to meeting/journal content portals websites.</p> <p>To fulfil a contractual obligation on behalf of the Data Controller regarding scientific content.</p>	<p>Health care professionals and health care providers.</p> <p>Patients (rarely).</p>	<p>Name, job title, contact details including work address email telephone and mobile number, nationality, qualifications, conflict of interest disclosures.</p> <p>Log-in details for meeting abstract, presentation or journal publication upload, society membership information.</p>	<p>Use contact details to help with developing and editing scientific content.</p> <p>Disclose conflict of interest data as part of the publication submission.</p> <p>Use log in details and society membership information to upload content to meeting/journal content portals and websites.</p>
DURATION OF PROCESSING	The Personal Data will be processed by the Agency for the duration of the Agreement, Services or part thereof or in accordance with applicable law.		

28. Technology Development (Apps, Websites, Social Media) (Medical Context)

PURPOSE OF PROCESSING	CATEGORIES OF DATA SUBJECT	CATEGORIES OF PERSONAL DATA	PROCESSING OPERATION
<p>To provide app/website/social media development services and information to data subjects on behalf of the Client.</p>	<p>Healthcare professionals.</p>	<p>Name, email, place of work, job title, geolocation.</p>	<p>Using personal data to deliver app/website functionality and content.</p> <p>Using personal data to deliver apps; allow access to websites and social media services.</p> <p>Collecting data to provide insight into app/website/social media usage.</p> <p>Using personal data to improve app/website/social media features and functionality.</p> <p>Profiling users to target features and functionality.</p>
<p>DURATION OF PROCESSING</p>	<p>The Personal Data will be processed by the Agency for the duration of the Agreement, Services or part thereof or in accordance with applicable law.</p>		