

Route Research – Privacy Notice

Route Research Limited (“us”, or “we”) is the “data controller” in respect of your personal information. This privacy notice sets out the basis on which any of your personal information we collect from you or third parties, or that you provide to us, will be processed by us. Please read the following carefully to understand our practices regarding your personal information and how it will be treated.

1. HOW AND WHEN WE COLLECT PERSONAL INFORMATION ABOUT YOU

We collect and process personal information when you:

- visit our website (including when filling in forms on our site);
- contact us or request information from us in any other way;
- participate in our customer satisfaction surveys or other market research (including when you participate in our panels);
- submit job applications to us and our third parties, such as recruitment agencies and job boards or via other means, such as by post and email; and
- communicate with us via social networking websites, third party apps or similar technologies.

We may also collect information about you from third party sources, such as from your use of other websites which we operate and from related third parties such as sub-contractors and our research partners.

2. WHAT PERSONAL INFORMATION DO WE COLLECT ABOUT YOU

We may collect and process the following personal information about you:

Submitted Information

We and our third-party providers and business partners, may collect and process the following personal information about you which you provide:

- contact details (such as your name, address, email address and telephone number);
- demographic information (such as age and/or other information that may identify you as an individual);
- responses to any customer satisfaction surveys or market research (unless these are provided anonymously), including data about your interests, preferences, location and travel data; and
- your marketing preferences.

Generated or Inferred Information

We and our third-party providers and business partners, may also process the personal information about you which is generated or inferred based on other data you have provided or which has been collected from third parties, this type of data primarily includes analysis and/or evaluations of your personal preferences, interests, location and/or movements.

Recruitment Information

We **and our third-party providers** may also collect recruitment personal data about a job applicant (“Recruitment Data”) in the recruitment process that is necessary to assess you for the position for which you have applied. This may include the following categories of data:

- **Application information:** This information will generally tell us who you are and help build a picture of your capabilities and suitability for certain positions. This type of information may include your name, contact information, current company, information contained in your CV/resume (e.g. professional qualifications, previous employment history, place of residence, current base compensation, additional bonuses and/or commission and personal interests and experiences), information contained in your social media accounts or personal websites or accounts (e.g. LinkedIn or Twitter), information about the type of work and projects you have been involved with and any other information you may wish to provide to us as part of your application.
- **Recruitment process information:** This is information collected as a result of the recruitment process, such as your performance at assessment centres or interview and information provided by your referees.
- **Future opportunities information:** This is information collected in order to keep in touch with you about future job opportunities at Route Research Ltd, such as your name, email, LinkedIn profile, location, field of expertise and the kind of role you are interested in.
- **Careers website information:** This is information related to your use of our careers website, for example your IP address. This information may be collected using cookies and similar technology.

Personal data about criminal convictions or medical information will only be sought where permitted by applicable law. We generally receive Recruitment Data either (a) directly from you (for instance when you provide information as part of your application or during the recruitment process) or (b) from third parties (for instance from recruitment agencies). We will indicate where the information we have requested is mandatory or optional. We will also explain the consequences should you decide not to provide information which we have indicated is mandatory. In some circumstances this may mean we are unable to process your application.

Additional information

If you contact us with a complaint or query, we may keep a record of any phone number used to call our customer service number as well as the correspondence and the period of time it took for us to deal with a query or any request you had. When you visit our website, we may

also collect information from you automatically, for example using cookies and other similar technologies. A cookie is a small file of letters and numbers that we may set on your device. This type of information may include the following:

- information about your device (including a unique device identifier or device ID), operating system and IP address;
- browser type and version; and
- information about your visit on our website, including URL, clickstream (i.e. your journey to, through and from our site), length of visits to certain pages, and page interaction information.

The cookies we use fall into the following categories:

- **Session cookies:** These allow our site to link your actions during a particular browser session. These expire each time you close your browser and do not remain on your device afterwards.
- **Persistent cookies:** These are stored on your device in between browser sessions. They allow your preferences or actions across the site to be remembered. These will remain on your device until they expire, or you delete them from your cache.
- **Strictly necessary cookies:** These cookies are essential for you to be able to navigate the site and use its features. Without these cookies, the services you have asked for could not be provided.
- **Performance cookies:** These cookies collect information about how you use our site, e.g. which pages you go to most often.
- **Functionality cookies:** These cookies allow the site to remember the choices you make (such as your user name, language, last action and search preferences) and provide enhanced, more personal features.

If you do not wish for cookies to be installed on your device, you can change the settings on your browser or device to reject cookies. For more information about how to reject cookies using your internet browser settings please consult the “Help” section of your internet browser (or alternatively visit <http://www.aboutcookies.org>). Please note that, if you do set your internet browser to reject cookies or otherwise withdraw your consent in relation to cookies, you may not be able to access all of the functions of the site.

3. PURPOSES FOR PROCESSING YOUR PERSONAL INFORMATION

We may process your personal information for the following purposes:

- to provide you with the information that you have requested;
- for system administration purposes and for internal operations, including troubleshooting, data analysis, testing, research, statistical and survey purposes;
- to monitor your use of our website to improve the user experience and to ensure that content is presented in the most effective manner for you and for your device;
- to provide customer support and ensure we provide a good level of customer service;
- to notify you of any changes to our services;

- to conduct marketing analysis to allow us to assess trends and to generate data regarding out of home advertising (including using your personal information to evaluate, analyse or predict certain personal aspects relating to you, such as your preferences, economic situation, interests, and/or location);
- to support and process your job application, for example, so we can assess your ability to meet the job specification, in order to shortlist applicants and to verify references and professional qualifications provided by applicants;
- to verify the Recruitment Data you provide during the recruitment process and/or collect personal data about you from third party sources to assist with our pre-employment checks;
- for security and fraud prevention;
- to ensure that our website are safe and secure; and
- to comply with applicable laws and regulations.

4. LEGAL BASIS FOR PROCESSING YOUR PERSONAL INFORMATION

We will only process your personal information where we have a legal basis to do so. The legal basis will depend on the purposes for which we have collected and use your personal information. In almost every case the legal basis will be one of the following:

- Consent: For example, where you have provided your consent to certain processing.
- Our legitimate business interests: Where it is necessary for us to understand our customers and consumer behaviour more generally and thereby operate effectively as a provider of data relating to the out-of-home industry, in each case provided that this is done in a legitimate way which does not unduly affect your privacy and other rights.
- Performance of a contract with you (or in order to take steps prior to entering into a contract with you).
- Compliance with law: Where we are subject to a legal obligation and need to use your personal information in order to comply with that obligation.

5. WHERE WE STORE YOUR PERSONAL INFORMATION

The personal information that we collect may be transferred to, and stored at, a destination outside the EEA or the UK, including countries, which have less strict, or no data protection laws, when compared to those in the EEA or the UK.

Whenever we transfer your information as described in the paragraph above, we will take steps which are reasonably necessary to ensure that adequate safeguards are in place to protect your personal information and to make sure it is treated securely and in accordance with this privacy notice. In these cases, we rely on approved data transfer mechanisms (such as standard contractual clauses) to ensure your information is subject to adequate safeguards in the recipient country. If you are located in the UK or the EEA, you may contact us for a copy of the safeguards which we have put in place to protect your personal information and privacy rights in these circumstances.

6. HOW WE KEEP YOUR PERSONAL INFORMATION

We take steps to ensure that the personal information that you provide is retained for only as long as it is necessary for the purpose for which it was collected. After this period, it will be deleted or in some cases anonymised. Where we have collected the personal information based on your consent and we have no other lawful basis to continue with that processing, if you subsequently withdraw your consent then we will delete your personal information.

7. CHILDREN

Our website is not intended for, and should not be used by, children under the age of 13. We do not knowingly collect personal data from children under 13.

8. DISCLOSING YOUR INFORMATION

We may share your personal information with our suppliers, business partners and service providers, where they are helping us to market and advertise our services as well as providing our services to you. We restrict access to Recruitment Data to people within our group of companies who have a “need to know” such information. For example, certain individuals within Route Research Ltd will have access to your Recruitment Data in order to process your application and manage the recruitment process (this may include individuals in our Recruitment team and individuals to whom you would report if your application is successful). We may also disclose your personal information to other third parties in the following cases:

- for the purposes of research, evaluation, and analysis;
- in the event that we sell any business or assets, in which case we may disclose your personal information to the prospective buyer of such business or assets;
- where authorised third party services use your Recruitment Data to conduct and manage the recruitment process;
- if we or substantially all of our assets are acquired by a third party, in which case personal information held by us about our customers and visitors to our websites will be one of the transferred assets;
- if we are under a duty to disclose or share your personal information in order to comply with any legal or regulatory obligation or request; or
- to protect the rights, property or safety of us or our users, or others (including exchanging information with other companies and organisations for the purposes of fraud protection and credit risk reduction)

9. YOUR RIGHTS

You have certain rights in relation to your personal information. These include: the right to object to the processing of your information for certain purposes, the right to access your personal information, and the ability to erase, restrict or receive a machine-readable copy of your personal information.

We will handle any request to exercise your rights in accordance with applicable law and any relevant legal exemptions. If you wish to exercise any of these rights, please contact us using the contact details below.

You may also have the right to complain to a data protection authority if you think we have processed your personal information in a manner which is unlawful or breaches your rights. If you have such concerns, we request that you initially contact us (using the contact details below) so that we can investigate, and hopefully resolve, your concerns.

Our website may, from time to time, contain links to and from third party websites and services such as our business partners and advertisers. If you follow a link to any of these websites and/or services, please note that they have their own privacy notices and we do not accept any responsibility or liability for them. Please check any such third-party privacy notices before you submit any personal information to these websites or services.

10. CHANGES TO THIS PRIVACY NOTICE

We may change this privacy notice at any time. The new privacy notice will be displayed on our website. The date this privacy notice was last updated appears at the bottom.

11. CONTACT US

Questions and comments regarding this privacy notice should be sent to:

Data Protection Officer
Route Research Ltd
DPO@route.org.uk

Our registered offices are located at 7-9 Charlotte Street, London, England, W1T 1RG.

This Privacy Notice was last updated on 06/02/2025.