

# Privacy Policy | Terms and Condition

DIVERGENT INSIGHTS PTE. LTD. is an emerging name in the global market research industry as a highly professional and innovative firm, true to their name! We 'dive in' and provide you deeper insights that meet your marketing objectives and help turn fortunes for our clients. We are different, diligent and dynamic. DIVERGENT INSIGHTS PTE. LTD. - (hereinafter referred to as the "Company") has created this privacy statement in order to demonstrate our firm commitment towards information privacy and privacy regulations as applicable under various local and international laws.

Dive-In Panels is a global online market research company and is a proprietary panel of Divergent Insights through which it conducts all its surveys and rewards its panelists in the form of incentives.

The privacy statement discloses the Company's information gathering and dissemination practices. It is important for you to understand what information we collect about you during your visit to our website and while participating in a survey. This privacy statement would also give you a detailed understanding about the way your information is processed after we receive a consent from you. This Privacy Statement applies to information collected on website and its partner in case of opt in, either through online, on device surveys or passive measurement enabled through meter in case opted in and any other information that is collected by. There may be certain aspects of this policy which may be applicable to you only if you are residing/a part of or a citizen of the European Union and hence If you are an individual who is planning to take part in our surveys from the European Union, then you are required to keep us informed about the same since you would be subject to additional data protection rights if you are operating from the European Union as per the GDPR.

## **Data collection:**

We may collect information about you in a variety of ways. The information we may collect on website includes:

Personally identifiable information, such as your name, address, email address, and telephone number, that you voluntarily give to us on the contact form on Divergent Insights, while signing up for the newsletter or upon downloading documents on the website. You are under no obligation to provide us with personal information of any kind, however, your refusal to do so may prevent you from using certain features of Divergent Insights website.

## **Automated Data collection**

We generally do not collect personally identifiable information about you in an automated manner except when the information is collected about you through the deployment of cookies in which case , the date and time of your visit to the website; the web address, or URL, you're on; technical information about the IP address, browser and the operating system you use; and if you logged in to our panel website through your user ID would be captured by our systems , You may at any time choose to exercise an option of selecting the information to be shared with us in an explicit manner by ticking the categories of information that you wish to share with us.

## **Data Collection and Purpose**

Dive-In Panels respects your privacy. Having accurate information about you permits us to provide you with a smooth, efficient, and customized experience. Specifically, we may use information collected

## Privacy Policy | Terms and Condition

about you via Divergent Insights. Send you a newsletter, Request feedback about Divergent Insights, notify you of updates to Dive-In Panels, Offer new products, services, mobile applications, and/or recommendations to you. Access to collected personal data is available upon request. We will not sell or rent your personally identifiable information to third parties without your consent and such consent would be explicitly taken from you and the reason behind sharing such information would be communicated to you in a way that you would clearly understand and comprehend. You may specifically choose to deny us from sharing the information with any third party and if requested, we would provide you with an undertaking that would suggest that your information has not been shared with any third party.

If the Company receives information about you from other sources, then such information shall be added to our website from time to time. This information may include your behavior towards various content posted on our website from other sources.

We store the data for as long as it is necessary to for us to receive information from your end, typically information associated with your account will be kept until your account is deleted. In terms of deletion of your data, you would be given an option of right to erasure of your information from our database. Should you choose to exercise this option, we would take your request into account and delete your information from our systems.

### **Cookies:**

One or more "cookies" will be placed on the hard disk of the computer(s) used by site visitors, panelists and survey takers in order to allow to recognize the participant when they connect to the website, in order to facilitate the management of, for statistical purposes and to enable us to provide the participant with surveys specifically tailored to his / her interests. This will not affect the performance of your computer but simply provide you with additional opportunities to receive more surveys relevant to your interests.

Only information collected by cookies as specified in this section of our Privacy Statement is automatically collected from users of the site.

Site users may disable the installation of "cookies" or to delete cookies installed by Divergent Insights or its clients. To do so you should modify your browser settings click on the help section of your Internet browser and follow the instructions.

### **Information Sharing:**

Divergent Insights make every effort to preserve your privacy, we may need to disclose your personal information when we have a good-faith belief that such action is necessary to comply with a judicial proceeding or a court order or if we believe it is necessary in order to investigate, prevent or take action regarding illegal activities, situations involving potential threats to the physical safety of any person, violations of site terms, or as otherwise required by law.

We may share your personal information and/or social-demographic information, including, without limitation, a unique identification number, zip code/postal code, gender, marital status, education, ethnicity/race. We may share information to protect the rights and property of the Company, our agents, customers and other, this includes enforcing our agreements, policies and terms of use. Also,

# Privacy Policy | Terms and Condition

the information may be shared by us in an emergency. This includes protecting the safety of our employees and agents, our customers or any other person. We may also share your information with our qualified specialists to improve your user experience. Please write to us if you have any questions about this data sharing or want to opt-out of the data sharing at [india@divergentinsights.com](mailto:india@divergentinsights.com)

## **Sale or Bankruptcy:**

If Divergent Insights decides to reorganize or sell all or a portion of our assets, undergo a merger, or are acquired by another entity, we may transfer your information to the successor entity. We are not responsible for the actions of third parties with whom you share personal or sensitive data, and we have no authority to manage or control third-party solicitations. If you no longer wish to receive emails or other communications from third parties, you are responsible for contacting the third party directly. If we go out of business or enter bankruptcy, your information would be an asset transferred or acquired by a third party.

## **Unsubscribe:**

If you choose to end your membership with or to require us to cease processing your personal data, you may automatically discontinue your membership by clicking on Unsubscribe after logging-in to panel member site. We would need two to three business days for processing of this change. As an alternative, you may send an Email directly to [india@divergentinsights.com](mailto:india@divergentinsights.com) requesting to be removed. We will retain your information for as long as your account is active or as needed to provide you services. We will retain and use your information as necessary to comply with our legal obligations, resolve disputes, and enforce our agreements.

## **Confidentiality and Security:**

Divergent Insights take adequate steps to help protect your personal information, however you acknowledge that no company can fully prevent security risks and we do not under any circumstances represent that the website is free from any harmful elements including but not limited to viruses, spywares, cancel bots, Trojans and such application which may be placed on the website without the knowledge of the Company, however the Company shall take all necessary and reasonable steps mentioned below to ensure that the website is free from the above mentioned programs.

In pursuance to the GDPR regulations, we would be necessary steps (as per GDPR clause) to ensure that your data is safe and secure while it is with us.

In case if your data is being shared with any third party then you would specifically be made aware of the names of such third party to whom your data is being shared after receiving an explicit consent from you. Divergent Insights has implemented security policies, rules and technical measures to protect the personal data from unauthorized access, improper use or disclosure, unauthorized modification and unlawful destruction or accidental loss. Our employees and data processors with access or association to the processing of personal data are obliged to respect the confidentiality of visitor personal data.

We do not disclose personal data to State institutions and authorities unless required by law.

# Privacy Policy | Terms and Condition

## **Notification of Changes:**

We may revise this Privacy Statement from time to time. If we decide to change our Privacy Statement, we will post the revised policy here and notify you of the same.

## **Children's privacy:**

Divergent Insights does not knowingly collect personal data from individuals under the age of 16. Minors 16 to 18 are permitted to access the services of the site only with parental permission. It is the responsibility of the individual and the parent to ensure such permissions are obtained. It is possible that by fraud or deception we may receive information given to us or pertaining to children under 16. If we are notified of this and as soon as we verify the information, we will immediately delete the information from our servers.

## **Disclosure:**

We may share information we have collected about you in certain situations. Your information may be disclosed as follows: If we believe the release of information about you is necessary to respond to legal process, to investigate or remedy potential violations of our policies, or to protect the rights, property, and safety of others, we may share your information as permitted or required by any applicable law, rule, or regulation. We may share your information with third parties that perform services for us or on our behalf, including data analysis, email delivery, hosting services, customer service, and marketing assistance.

## **Security of personal data:**

Compliance and cooperation with regulatory authority: We regularly review our compliance with our privacy notice. We also adhere to regulatory framework including GDPR (General data protection regulation) and other applicable regulation around private data protection.

## **Comments:**

We have taken great measures to ensure that your visit to our panel member site is an excellent one and that your privacy is respected. If you have any questions, comments or concerns about our privacy practices, please contact us by email on [india@divergentinsights.com](mailto:india@divergentinsights.com) or write to the following address:

## **Divergent Insights PTE. LTD.**

Wall Street, 910-916 DBS,  
Chakala, Andheri,  
Kurla Road, Andheri East,  
Mumbai – 400093, INDIA.

Divergent Insights has a hired a Panel Officer who is responsible for matters relating to privacy and data protection. This Data Protection Officer can be reached at the following address:

**Attn:** [india@divergentinsights.com](mailto:india@divergentinsights.com) [For our panelists from the EU Region only]