

ASDA Pulse of the Nation Website - Privacy Policy

Last Updated: 23 January 2015

Our Privacy Statement

Your privacy is really important to us, and we understand how important it is to you. Our aim is to be as clear and open as possible about what we do and why we do it. ASDA is committed to the online privacy of all its users.

The ASDA Pulse of the Nation website is operated by Vision Critical Research Solutions (UK) Limited (CRN: 06452616) whose registered office is Boston House, 63-64 New Broad Street, London, EC2M 1JJ (Vision Critical) on behalf of ASDA Stores Limited ASDA House, Great Wilson Street, Leeds, West Yorkshire LS11 5AD (ASDA).

ASDA's Company Registration No: 464777

ASDA's VAT Registration No: GB 362 0127 92

This Privacy Policy regulates the use by ASDA and by Vision Critical on ASDA's behalf ('we' or 'us') of the information you provide when using the ASDA Pulse of the Nation website. It is to be read in conjunction with the [terms and conditions of use](#) of the website.

Information We Collect

You can always browse the ASDA Pulse of the Nation website without giving us any contact details. However, to become a member of the ASDA Pulse of the Nation website we have to collect certain information. In order to provide you with a personalised and effective service, we operate a registration process. During registration you are required to give your contact information. We use the information supplied by you to contact you in connection with your participation on the Pulse of the Nation Website. The following information is collected:

User name and password - this is to keep your information secure and so that we can recall your information each time you visit us.

Correspondence – if you contact us we may keep a record of that correspondence.

Personal data – Name address and postcode, email address, date of birth, gender, household composition, working status and occupation. This data is collected for market research purposes.

Sensitive personal data - sensitive personal data includes, for example, data related to your race or ethnic origin or religion. You do not have to provide us with any sensitive personal data, however, you may volunteer sensitive personal data to us when you communicate with us. In some cases, we may be able to infer sensitive personal data about you from the information you provide. By providing us with any sensitive personal data, you explicitly consent to us using your sensitive personal data for market research purposes and in accordance with this Privacy Policy.

Third party information - if you give us information about another person, (for example if a member of your household) you confirm that you have identified ASDA Stores Limited to them and told them what we will use their information for, as set out in this Privacy Policy and that they have given permission for us to be able to process their personal information in the manner described.

IP addresses - when you visit our site, we will automatically receive your IP address, a unique identifier for your computer or other access device.

How We Use the Information We Collect

The information we collect is used, for market research purposes, including data sampling, segmentation, and analysis to help us understand our customers' needs and provide them with a better service.

Marketing, emails and newsletters – we may use the information we collect to send you, by email only, online studies and newsletters that we think may be of interest to you. You can also unsubscribe following the instructions that we will include in any email we send to you or by emailing the panellist support team on support@pulse.asda.com.

Customer care - As part of our customer care procedures, our representatives may follow-up, either by email or telephone, members who have participated in our market research.

Website improvement - In order to help us design our website and improve your online experience, we may collect information about the way you use and access our website. Our web system collects information about each visitor, including IP address, the length of time spent on the website and the order in which pages are visited. We may employ third party experts to help us look at this information. However, rest assured that anyone we employ will treat all information with the same sensitivity and security that we treat it.

Fraud Prevention - In order to protect our customers and us from fraud and theft, we may review information that we obtain from making identity checks and other information in our customer records, including how you conduct your account, and may pass this to other group companies, other retailers and to financial and other organisations (including law enforcement agencies) involved in fraud prevention and detection, to use in the same way.

Cookies

A cookie is a small piece of text that a website will ask permission to place on your computer's hard drive.

We use cookies to:

- greet you personally and speed up your log-in when you come back to the site;
- remember you between logging-in and logging-out to allow us to maintain your user session;
- remember your username, if you want us to, to speed up your log-in when you come back to the site;
- help analyse web traffic to enable us to improve your online experience; and
- ensure the security and authenticity of registered users.

A cookie in no way gives us access to your computer or any identifiable information about you other than the data you choose to share with us. We know that people have concerns about cookies, but we believe that the benefit that you and ASDA gain from their proper use is worthwhile. You may set up your web browser to notify you of cookie placement requests or decline cookies completely (although declining them may prevent you from being able to use the website properly or at all).

We do not use tracking applications such as Google analytics. Nor do we use web beacons.

Turning cookies off - If you want to delete any cookies that are already on your computer or stop future cookies, please refer to the instructions for your file management software or look at www.AboutCookies.org. Please remember that cookies are required to browse.

Who We Share the Information With

We will not sell, distribute or lease your personal information to third parties other than our subsidiaries, affiliates or parent companies unless we have your permission or are required by law. We may disclose your information to provide services you request, for internal business analysis purposes, for the purposes of fraud prevention or if ASDA itself, or any of our business is bought or sold. Third parties may commission surveys through Vision Critical Research Solutions (UK) Ltd. Your personal data will not be disclosed, only an aggregated data set will be provided to the third party e.g. a third party may ask "How many Asda customers also shop regularly at Huge Supermarket, Inc". The answer would simply be 21%.

Marketing – we may not release your personal information to our authorized direct marketing agents unless you have opted to receive these communications. You may change your mind at any time with regard to your preferences on the website or by contacting us directly.

Processing by third parties - from time to time we may employ other companies and individuals to perform functions on our behalf. The principal third party used by ASDA for the ASDA Pulse of the Nation website is Vision Critical. Other examples include, sending postal mail and e-mail, removing repetitive information, analysing information, providing marketing assistance, providing search results and links (including paid listings and links). They have access to personal information needed to perform their functions, but may not use it for other purposes. Further, they must process the personal information in accordance with this Privacy Policy and as permitted by the UK's Data Protection Act.

International transfers - in order to carry out the steps detailed above we may send your personal information outside of the European Economic Area and, if necessary, across international borders. The data protection laws in these countries may not be as extensive as in the European Economic Area. However, we have taken appropriate steps to ensure the same level of protection for the processing carried out in these countries as within the European Economic Area.

Any details you provide may be electronically transferred to the US to ASDA's parent company Wal-Mart Stores Inc., which assists us in operating this website. However, any such transferred information will be dealt with in accordance with the UK's Data Protection Act.

Storage of Data

We will not store your personal information for any longer than necessary, however we may be obliged by law to store your communications and personal information including activity logs and we may need to disclose details of these to government or authorised officials upon request.

Access Rights

You have a right to access the personal information that is held about you. To obtain a copy of the personal information ASDA holds about you, please write to us at the following address enclosing your postal details and a cheque for £10, which we are entitled by law to charge, payable to ASDA Stores Limited:

Data Protection Officer
ASDA legal Department
ASDA Stores Limited

ASDA House
Great Wilson Street
Southbank
Leeds, LS11 5AD.

Security

At ASDA, information security is one of our highest priorities and we have taken many steps to ensure your online experience with us is secure. Information about you will be kept safe and secure. ASDA Pulse of the Nation website is hosted by Vision Critical in compliance with Wal-Mart Stores Inc.'s standards; Wal-Mart Stores Inc. prides itself on the security of its systems.

In order to prevent unauthorised access or disclosure of your information, ASDA Stores Limited has put in place suitable physical, electronic and managerial procedures to safeguard and secure information that is collected online.

Keeping your information secure - to help us keep your information confidential you should:

- Keep your password secret.
- Never distribute the URLs for pages that you have looked at while logged in as a registered panellist.

Password - you should choose a password that is not obvious or known to anyone else. You should never divulge your password to any third party, as you will be liable for all activity and charges incurred through use of your password whether authorised by you or not.

If you forget your password, you can request a new password, which will be emailed to the address we hold for you. You can change your password anytime on our website in "Your Account". Should we have reason to suspect that there is likely to be, or has been any breach of security, we may change your password and notify you of the change by email.

Security in our offices - access to your information is restricted in our stores and offices. Only employees who need the information to perform a specific job are granted access to personally identifiable information. The servers that store this information are kept in a secure environment.

Links

Our website may contain links to enable you to visit other websites of interest easily. However, once you have used these links to leave our website, you should note that we do not have any control over that other website. Therefore, we cannot be responsible for the protection and privacy of any information which you provide whilst visiting these websites, and they are not governed by this Privacy Policy. Furthermore, ASDA does not endorse any products and/or services featured on any third party website. You should exercise caution and look at the Privacy Policy applicable to the website in question.

Notification of Changes to This Policy

If we decide to change our Privacy Policy, we will post these changes on this website so you know what information we collect and how we use it. If at any point we decide to use personally identifiable information in a manner different from that stated at the time it was collected, we will notify you. You will have a choice as to whether or not we use your information in this different manner.

Feedback

We want to make sure we're giving you the information about privacy and security that you want - let us know what you think. If you have any feedback, questions or concerns, please contact us at support@pulse.asda.com