

User Research Privacy Notice

1. Data Controller's identity and contact details

Choco Communications GmbH, located at Hasenheide 54, 10967 Berlin, Germany and its respective affiliate indicated in the consent form (altogether "Choco", we, us) conduct user research to improve Choco App and services. We're the joint controllers within the meaning of General Data Protection Regulation 2016/679 ("GDPR").

If you have any questions about how your personal data is processed or if you want to exercise your rights under GDPR, you may contact us by ordinary mail at our company address and by e-mail at the following address: datenschutz@choco.com. You may also contact our Data Protection Officer by sending an email to the above-mentioned email address and indicate in the subject line "Message to Data Protection Officer".

2. What information do we collect from you and how do we use it?

We use data about your use of our App, your job title, employer, location and contact details (name, email, phone number) based on our legitimate interest for selecting suitable participants for the user research and for inviting you to participate in the user research.

We use the recordings, the notes taken during the interview and any other information you submit or communicate to us during the research as well as data about your use of our App to evaluate your answers and the results of the user research project and to present the results within Choco. The recordings of your interview may be watched or listened to by Choco employees. The legal basis for this processing is your consent.

3. Do we share your personal data with third parties?

We'll not sell your personal data or share it with third parties for marketing purposes.

Group companies: We may share your personal data with our group companies to facilitate the research and may share the results with them.

Service providers: We use third party services like online survey tools, recording tools, transcription services and cloud services for the purposes of data storage and managing user research activities. You can find a list of these providers at the end of this notice. The service providers may only use the personal data to perform their tasks and are bound by confidentiality obligations.

With official authorities: We may need to provide information to certain public authorities upon request to comply with our legal obligations. We may also share personal data with the law enforcement authorities, injured third parties or legal advisors for enforcement of legal claims and for legal defense.

4. Will your data be transferred outside of EEA?

We may share your personal data with members of the Choco Group or third-party service providers located outside the European Economic Area (“EEA”).

When we provide your personal data to any such entities based outside of EEA, we’ll comply with the international transfer mechanisms laid out under GDPR. This means that we’ll either transfer your data with our US group entity based on binding corporate rules and with third-party service providers based on an adequacy decision or if the Commission has not issued an adequacy decision for the recipient country, we enter into the standard contractual clauses approved by the European Commission with the recipient.

One of those countries is the US because the tools we use are provided by US based companies. The EU-US Privacy Shield (adequacy decision) has been declared invalid and it has been decided that there is no adequate level of data protection in the US according to EU standards. In particular, there is a risk that your data may be processed by U.S. authorities, for control and for monitoring purposes, possibly also without any legal remedy. However this risk is very low given that our user research has no relevance to US national security, hence won’t be of interest to US supervisory authorities.

In case of transfers to US and any other country where the no adequacy decision has been issued, we have taken appropriate measures to ensure an adequate level of data protection for any data transfers and ensured that the recipient of your personal data may adequately protect it, owing to the stipulation of the standard contractual clauses with the recipient which have been approved by the European Commission for transfers outside the EEA. These standard contractual clauses include certain safeguards and require the implementation of additional security measures to protect your personal data.

5. How long will your data be stored?

We will store personal data collected during the research sessions for a maximum of 3 years. After that, we will either delete or anonymize your personal data to the extent that no statutory retention periods require longer storage.

6. What are your rights?

Without prejudice to any other rights granted under GDPR, you have the right to request access to, rectification or erasure of your personal data. You may ask for restriction of processing or object to processing of your data or ask for the right to data portability. You also have the right to lodge a complaint with the local competent

Data Protection Authority of the country where you reside.

You have the right to withdraw your consent at any time without affecting the lawfulness of the processing based on the consent given before its withdrawal.

List of service providers

<u>Name</u>	<u>Address</u>	<u>Purpose</u>	<u>Personal Data Processed</u>	<u>Location</u>
Google Cloud EMEA Limited (Workspace)	170 Sir John Rogerson's Quay, Dublin 2, Ireland.	Storage	Information collected during the research: video/audio recordings, written notes	EEA
Dovetail Research Pty. Ltd.	Level 1, 276 Devonshire Street Surrey hills Sdney 2010, NSW Australia	Storage	Information collected during the research: video/audio recordings, written notes	USA
Calendly LLC	115 E Main St, Ste A1B, Buford, GA 30518	Scheduling interview session	Name, title, position, contact information (company, email, phone, physical business address); connection data; localisation data; and other data provided in the electronic form	USA
Ethnio Inc	6121 Sunset	Handing out	Name, contact details	USA

Boulevard

Los Angeles, CA

90028

USA

rewards for
participation