

## **Privacy Policy**

Romir is the largest privately owned Russian research holding. The first agency that paved the way for the holding's future development, was established in 1987.

Romir is the exclusive representative in Russia and the CIS of Gallup International/WIN, the largest and most respected research association in the world, which allows for sharing experiences and technology. Research methods comply with all the international research standards set by ESOMAR.

Romir uses data for research purposes only. Romir studies respondent behavior, consumer behavior and public opinion. Data collected by Romir is provided in the aggregate to company clients, authorities, commercial and non-profit organizations.

Information that is available to Romir, does not contain data that allows one to identify specific individuals. And yet when information allows one to identify individuals, the company notifies the latter of their right to access, modify or delete any such information.

Romir ensures security, safety and protection of confidential information that can identify the identity of the company's respondents and clients. The company uses several levels of measures that provide physical and electronic safety, including firewalls and secure databases that protect personal data from misuse, loss, unsanctioned use or disclosure.

Romir can collect names and contact information of respondents that is needed to keep contact with the latter. Data that can identify respondents is deleted from the database containing research results right after they are no longer required for specific study purposes.

Information on respondents is never transferred to any third Organization without obtaining prior consent from the respondent and is never published in a way that could identify a person without his/her permission.

## **Cookies**

As a research company Romir uses cookies to collect statistical information on online content consumption, including exposure (viewership of) advertising placed on the Internet with the aim of providing advertisers, advertising agencies and media companies aggregated, impersonal data that allows the former to improve their content and advertising campaigns.

Information collected via cookies helps one to learn what content is the most relevant and which advertising campaigns are more successful. Impersonal aggregate information on the socio-demographic composition of the audience and its interests, helps and advertisers to place contents on the Internet that would of higher relevance to various audiences.

## **Managing and deleting cookies**

You can control whether or not the cookies are used, but please, be aware that preventing them may stop us and our Client's from offering you some services.

If you don't wish us to collect statistical data regarding your online behavior, you can:

- Accept a special OPTOUT cookie

- Set your browser to clear cookies on browser close.
- Disable cookies and local storage in your browser following the instructions for your browser type:

#### Mozilla Firefox

- Press “[Ctrl + Shift + Delete]” keys. A list of items to delete will appear. Select 'Cookies', 'Cache' and 'Offline Website Data' and then click the 'Clear Now' button to remove all of the information we were saving for you.
- Select 'Tools' > 'Options'. Then open the 'Privacy' tab – click the 'remove individual cookies' link to choose whether to accept, block, or prompt for cookies/localstorage.
- In the browser bar type: 'about:config' (Accept the security warning). Then filter 'dom.storage.enabled' and change its value from 'true' to 'false'.

#### Chrome

- Press [Ctrl + Shift + Delete] keys. A list of items to delete will appear. In the 'Privacy' section, click the 'Clear browsing data...' button. Then check the box for 'Delete cookies and other site data'. Finally, select the time period from the drop-down that you wish to clear and select the 'Clear browsing data' button.
- Click the Wrench and choose 'Options', go to the 'Under the Hood' tab, select 'Content Settings', and choose the 'Block any sites from setting data' option. The LocalStorage will be blocked.

#### Internet Explorer 11

- Select the 'Tools' > 'Internet Options' Then select the 'Delete...' button under the 'General' tab. Check the 'Cookies' option, check/uncheck other options as required. Then select the 'Delete' button.
- Select the 'Tools' > 'Internet Options' menu item and then open the 'Privacy' tab – then adjust the slider to block or allow various types of cookies/localstorage. Alternatively, by clicking the 'Advanced' button you can exercise finer control over the browser's behavior by choosing whether to accept, block, or prompt for cookies/localstorage.

#### Opera:

- Select the 'Tools' in the main menu. Then go to 'Preferences' at the bottom of the File menu. Select 'Advanced', then 'Storage', then press 'Clear all' button.
- Select the 'Tools' in the main menu. Then go to 'Preferences' at the bottom of the File menu (or press Alt+P to access them directly). Click 'Privacy' and select one of the available options.
- In the browser bar type: 'opera:config'. Find 'localStorage' and set '0' (zero) in the "Domain Quota Exceeded Handling For localStorage", "Domain Quota For localStorage" fields.

Please note that your recent searches, favorite/saved locations, and log-in information will not be retained if you disable your storage settings.