

Consent and Privacy Notice

V 1.0 | Effective Date: May 2025

By proceeding to this survey or submitting your contact details, you confirm that you have read and agree with this Privacy Notice, and consent for DXL Research and Consulting LLC (“DXL Research”, “we”, or “us”) to collect, store, process, and manage your data as described below.

DXL Research is committed to protecting your privacy and processing personal data in a transparent and responsible manner.

Our practices strictly follow the [ICC/ESOMAR International Code on Market, Opinion and Social Research and Data Analytics](#), as well as the **Vietnamese Decree 13/2023/NĐ-CP on the Protection of Personal Data** and relevant **European data protection regulations (GDPR)**.

1. Purpose of Data Collection

For survey participants:

- Your contact details (e.g., name, phone, email, company) may be collected **solely for research and quality assurance purposes** (e.g., verifying responses or clarifying understanding).
- Your data will **never be used for marketing or promotional purposes**.
- Survey results are processed and reported **only in aggregated and anonymized form** to ensure your full confidentiality.

For individuals requesting quotations, publications or downloads:

- By providing your contact information, you agree that DXL Research may contact you **to follow up on your professional interests or potential research collaboration**.
- Your contact information will not be shared or sold for unrelated commercial or marketing purposes.

2. Personal Data We May Collect

Depending on the study or form, we may collect:

- Contact information (name, title, company, email, phone number);
- Demographic or organizational details (sector, company size, country,...);
- Your responses to survey or interview questions;
- Technical information (e.g., device type, browser, IP address) to ensure data quality and prevent duplicate entries.

Sensitive personal data is **never collected** unless absolutely necessary and with your **explicit consent**.

3. Data Use and Protection

We process personal data for legitimate research purposes, including:

- Inviting and qualifying respondents for research participation;
- Conducting and analyzing research studies;
- Checking and ensuring data validity and reliability;
- Complying with legal and ethical research standards.

Security measures:

We maintain physical, electronic, and organizational safeguards, including **data encryption, password protection, role-based access control, and secure cloud storage**, to prevent unauthorized access, alteration, or disclosure.

Data sharing:

Your personal data may be shared only with:

- Authorized DXL Research staff and approved subcontractors directly involved in data processing or controlling;
 - Regulators or authorities when legally required.
- We **do not sell or transfer** your personal data for advertising or commercial gain.

4. Data Retention

Personal data is stored securely and retained for **up to 24 months** following the completion of the survey or download request, unless a shorter or longer duration is required by law or specific project terms.

After that period, personal data is **permanently deleted or fully anonymized**.

5. Your Rights

In accordance with Vietnamese and European data protection laws, you have the right to:

- **Access** and obtain a copy of your personal data;
- **Correct** inaccurate or incomplete information;
- **Withdraw consent** at any time;
- **Request deletion** (“right to be forgotten”);
- **Restrict or object** to specific processing;
- **File a complaint** with authorities if your data protection rights are violated.

To exercise these rights, please contact our Data Protection Officer:

 vietnam@dxl-research.com