



Bayer Privacy Statement (Market research)

Bayer Public Limited Company, whose address is 400 South Oak Way, Green Park, Reading, RG2 6AD (hereinafter “us”, “our” and “we”), in its capacity as a joint data controller with the market research organisation for the processing of your personal data, wishes to provide you with information on the processing of your personal data.

Purpose of processing and categories of data

Where we have instructed a market research organisation to carry out a particular piece of market research, they will use their own contact lists. In such case, the market research organisation will be the data controller of your information (for example, your name, telephone number, profession etc).

In respect of any personal data collected as part of your responses to the market research, we may be considered a joint data controller for the purposes of data protection legislation, as we decide what the market research organisation should ask you and how. However, except for pharmacovigilance data (see below), we will only receive from the market research organisation, aggregate data such as statistical or demographic data in respect of your responses to the research (“Aggregate Data”). Aggregate Data may be derived from your personal data but it is not considered personal data in law as this data will not directly or indirectly reveal your identity. The market research organisation conducting the research will process your personal data as set out in their privacy notice.

In the event that you report any adverse events or quality issues regarding our products during the course of the market research, the market research organisation is obliged by law to report them to us. These reports will be provided to us either anonymously or, with your consent, on a named basis, in which case we will be an independent data controller of that personal data and you will be provided with information on how we process your personal data for pharmacovigilance purposes.

Retention and rights

Aggregate Data may be kept indefinitely by us as it contains no personal data.

You will always have the right to ask us about what personal data we have about you and ask us to correct it if it is wrong. You can also ask us to limit what we do with your data or ask us to delete it completely. You can also ask us to give you the information which you gave to us.

If you are not happy with how we have handled your personal data, you can complain to the data protection authority (for the UK that is the Information Commissioner’s Office <https://ico.org.uk/>).

For any questions you may have with respect to data privacy or if you wish to exercise your rights, please contact our company data protection officer:

Data Protection Officer
Legal and Compliance Department
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