

Privacy policy

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Quantify Research (Quantify) is an international research organization and consultancy, which provides a broad range of professional services to pharmaceutical, biotechnology and other healthcare industries.

Quantify is committed to respect individual privacy and comply with related legislation. This Privacy Statement highlights the types of information Quantify collects, uses, and discloses. It also describes your rights regarding access to this information and requests that we correct or delete it.

Quantify reserves the right to change the terms of this Privacy Policy. Please check back to see any updates, which will be posted on this page.

Types of personal information collected, purposes of collection and uses of personal information

Through our website, services, research and technology solutions, or otherwise received from individuals or third-party sources, Quantify collects, uses and stores data on:

- Employees, candidates and reference providers as a data controller; with the purpose to recruit personnel and to administer and carry out the employment or personnel relationship. This includes, but is not limited to, information on professional qualifications, previous employment history, background checks, other personal information submitted to Quantify, test results, notes from interviews and reference taking, and contact details; relating to recruitment and onboarding, administration of benefits, compensation, performance evaluation, human resources plans and programs, information collected for compliance purposes such as disclosure of family relationships, and investigation of compliance/discipline matters; relating to employment. Processing data relating to employees, referees and candidates are necessary for performing contracts and complying with legal obligations. Data on referees are processed based on legitimate interest, taking into consideration the reasonable expectations of the person acting as referee. Data on candidates and referees will be stored for 2 years after filling the position, to meet the requirements of Swedish discrimination laws. Data on employees may be shared with third parties, as required by contractual obligation and legitimate business need.
- Research participants and patients as a data controller or data processor for the purpose to collect, host and analyze health data in relation to clinical research, observational research, statistical analyses and/or pharmacovigilance, on behalf of our clients or for own research. To enhance privacy, datasets are de-identified using key codes (information is anonymized or pseudonymized) prior to receipt by Quantify and analyzed according to a formal study plan. Study results are communicated externally on the aggregate level. Quantify processes sensitive personal data that are necessary for achieving scientific and/or statistical purposes and where these purposes have been approved by ethical review according to the Swedish Ethical Review Act, or other applicable national regulatory guidelines and/or laws. Processing of clinical and medical information

may also be done under contract with our clients. Data is saved and stored in accordance with applicable regulations and laws, which means that some data may be retained for up to 25 years.

- Research site investigators and staff, and external experts, as a data controller or data processor for the purpose of identifying and engaging potential clinical or observational research investigators and staff, managing administration, monitoring and following up on study conduct and performance, data analytics, receiving advice, and validating research methods, inputting data and results. Quantify processes personal data relating to external experts and investigators that are necessary for the performance of a collaborative contract or, where a contract is not set up, based on legitimate interest, taking into consideration the reasonable expectations of the experts based on their collaborative relationship with Quantify. Personal data such as contact information, professional profiles, interview responses and financial information to support payments may be disclosed to third parties, in order to fulfill contractual relationships with the data subject and these other parties, potentially also including transfer to other non-EU third country jurisdictions with an adequate level of data protection as determined by The European Commission. For certain projects, data may need to be retained for up to 25 years, considering standard procedures for maintaining essential documents in human research.
- Actual and potential customers, as data controller with the purpose of providing purchased services to customers; providing access to technology solutions; renewing services; providing support; communicating about the use of the service, Quantify and other industry news, and other services we believe may be of interest. The information may include email address and phone number; work title and division; company name and billing information (e.g., P.O. number, address); information about the use of our products and services, or information that is submitted voluntarily to us, such as requests for further information in a specific area of interest.
Quantify processes personal data relating to actual and potential customers that are necessary for the performance of a service contract, or in the process of entering into a contract, at the request of the data subject, or based on legitimate interest where Quantify reaches out to potential clients which we believe have a relevant interest in our services or business. Current and recent clients may receive emails regarding news and other services provided by Quantify. An opt-out option is available for these emails.
- Business partners and investors as a data controller for the purpose of communicating effectively regarding requests for information, partnerships, purchase of services or technology solutions. Quantify processes personal data relating to actual and potential partners and investors that are necessary for the performance of a collaborative contract, or in order to take steps at the request of the data subject prior to entering into a contract, or based on legitimate interest where Quantify reaches out to potential new partners.
- Web visitor information on various data is collected through the use of cookie-based technologies when accessing our websites. Google Analytics is used to collect statistics of how visitors use our website. The information collected is anonymous and solely used for statistics purposes. User and event data retention is set to 26 months, after which it is automatically deleted. For more information, see <https://quantifyresearch.com/cookies/>.

Customer relationship management

Quantify stores various information (e.g. name, email address, company affiliation, selected communication) about relevant third-party representatives (e.g. clients, prospective clients and collaboration partners) in the Hubspot CRM tool hosted on servers in the US. It is Quantify's assessment that this use of the Hubspot CRM tool is compliant with current EU GDPR given the legal basis of legitimate interest of storing this data and also given that i) the data processing agreement (DPA) between Hubspot and Quantify includes the EU Standard Contractual Clauses ("SCCs") adopted on June 4 2021, and ii) if requested, data will not be collected and previously collected data will be deleted. The data protection impact assessment (DPIA) on which the above is based can be shared upon request.

Accountability for onward transfer to third-parties

In the performance of our services and business operations, personal data from Quantify may be transferred to and stored by our service providers or collaborators, including for example provision of data and payment processing services, wage and expense processing, analysis of web traffic, sending of emails and provision of back-up storage. These third parties are authorized to use personal data only for the agreed-upon purpose, and may not sell personal information to third parties, or disclose it except as may be required by law, as permitted by Quantify or as stated in this privacy policy. Quantify does not share or sell personally identifiable information with third parties for their own marketing use.

Quantify will not process personal data about individuals for purposes other than those for which the information was originally obtained or subsequently authorized by the individual unless the individual explicitly consents to the processing, or as required or permitted, or where not prohibited by law or regulation.

Quantify collects general and anonymous information about our website's visitors, using the Standard Google Analytics service, with the purpose to understand visitors behaviour and improve the site.

Be aware that other websites that may be accessed through our site may collect personally identifiable information about visitors. Quantify does not share your personal information with those websites and is not responsible for their privacy practices.

Security and confidentiality

Quantify maintains a reasonable level of physical, electronic and managerial procedures in order to protect the personal data from loss, misuse, unauthorized access, disclosure, alteration or destruction. This includes maintaining computer equipment, networks, programs and documentation to a common standard. Quantify limits personal data collection, storage, and usage to data that is relevant, adequate, and necessary for carrying out the purpose for which the data is processed. This includes restricting access to equipment and information to appropriate staff.

Quantify has a privacy incident response program designed to promptly respond to and escalate privacy-related questions.

Access and correction of personal data

Whenever Quantify processes personal data, we take reasonable steps to ensure that your personal information is kept accurate and up-to date for the purposes for which it was collected. Quantify will take reasonable steps to correct, amend, or delete personal information that is found to be inaccurate, incomplete or processed in a manner non-compliant with this policy or applicable law. Quantify will make commercially reasonable efforts to provide you reasonable access to any of your personal information we maintain within 30 days of your access request, except where lawful exceptions apply.

If you believe that the processing of personal data relating to you infringes the EU general data protection regulation 2016/679 (GDPR) we kindly ask you to contact Quantify Research using the contact information below. You also have the right to lodge a complaint to The Swedish Data Protection Authority which is the supervisory authority in Sweden.

Contact us

Any questions, comments or concerns regarding the use or disclosure of personal information, or any recommendations to improve this privacy policy, can be sent to Quantify by emailing: dataprotection@quantifyresearch.com