

Privacy Policy/ Terms and Conditions

Thank you for your interest in registering for the Viewback panel. By registering for Viewback, you indicate that you accept these terms of use and that you agree to abide by them. You also indicate that you are at least 16 years old. If you do not agree to these terms of use, please do not register.

Information about us

The Viewback Panel is hosted by EasyInsites Ltd on behalf of ITV. Our registered office is located at 1 Farnham Road, Guildford, Surrey, GU2 4RG. For more information please go to www.EasyInsites.com.

Your Information

EasyInsites Ltd specialises in hosting online research panels. The privacy and security of your information is paramount to us. When you register for Viewback, we ask for basic personal (e.g. email, name) and demographic information about you. We also ask for information regarding various areas including your household, occupation and television viewing habits. We ask for this profiling information to help us select you for invitation to relevant surveys. For example, some surveys may be relevant to specific age groups or only people who watch ITV breakfast shows Daybreak and/or Lorraine during specific hours. The more profiling information you complete, the more surveys you are likely to receive which are also relevant to your circumstances or interests. Your profile information is displayed on your Member Page. For more specialist surveys, we may ask extra information to determine your eligibility for completing a particular survey.

In addition to this we store information that indicates from where you found Viewback. For example – whether you clicked through a feature on our newsletter or a link on our website.

Unless legally required, information that can be used to identify you (i.e. email, name, address, etc) will never be passed to third parties without your explicit permission. Occasionally we may ask you if you would like to be re-contacted for follow-up research by a third party. Such research will be rewarded in the normal way, through crediting your Viewback account. Also, if you have won one of our prize draws we may publish your name (and no other information) on the website.

EasyInsites Ltd follows the Data Protection Act 1998 and personal privacy legislation. We undertake all research in accordance with the [Market Research Society Code of Conduct \(http://www.mrs.org.uk/standards/codeconduct.htm\)](http://www.mrs.org.uk/standards/codeconduct.htm), and [ESOMAR \(http://www.esomar.org/uploads/pdf/ESOMAR_Codes&Guideline-Conducting_research_using_Internet.pdf\)](http://www.esomar.org/uploads/pdf/ESOMAR_Codes&Guideline-Conducting_research_using_Internet.pdf) guidelines. Your information will never be used to market commercial products and services to you.

Contacting Children

If we seek to interview anyone under the age of 16, we will only ever do this by asking the permission of the parent in the survey invitation. We do not knowingly invite under 16s to be part of Viewback.

Cookies

Upon your first visit to Viewback, a 'cookie' will be sent to your computer. A cookie is a small data file that identifies you as a unique user. We use cookies sparingly and only for quality control, validation and to prevent bothersome repeat surveying. You can configure your browser to notify you when cookies are being placed on your computer. You can also delete cookies by adjusting your browser settings. Viewback will not disclose its cookies to third parties unless we have to as required by a valid legal process.

Completing Surveys

Should you register and be accepted as a member, you will be sent surveys by e-mail, and may be invited to participate in other surveys (e.g. telephone, focus groups, video diaries). Members can indicate how many surveys they would like to receive per month by completing the relevant question in their personal profile. Members are free to complete as many or as few surveys they wish and can withdraw from a survey without completing with the only consequence being that they will not get the incentive from that survey.

Payments

Any payments to members will be agreed in advance, and will be paid to members Viewback accounts, redeemable directly through PayPal. EasyInsites Ltd shall not be obliged to make any payment to a member:

- whose balance in their account does not reach the amount of the at least £4;
- who does not respond to any survey requests within a 9 month period and whose balance has not reached the level of at least £4;
- should you not respond to any survey requests in a 9 month period. At the end of this 9 month period we reserve the right to reset the balance of your account to zero;

-who terminates their membership of Viewback prior to the balance of their account reaching the level of at least £4.

Where we pay money to members, and such rewards are normally subject to taxation, all such costs are the sole responsibility of the person receiving money. We will not be held liable for any taxation, or related costs, resulting from any payments made to members, and you indemnify us fully against such liability.

Accuracy of Information

The accuracy and integrity of the surveys and data we collect is reliant on the honesty of our registered members in matters such as the personal information they provide in respect of their accounts and their responses to questions in surveys. We will close the account(s), without notice, of any member who, we believe, has created duplicate accounts, attempts to answer the same survey more than once using different names and/or email addresses, knowingly provides false information, or provides information carelessly or incompletely. Any payments that would have fallen due in respect of that member will be forfeited at the date of closure of the account.

For the avoidance of doubt, any member found contravening these terms will be prevented indefinitely from becoming a member of any online panel owned or run by EasyInsites Ltd.

Termination

You may cease to be a member of Viewback at any time. Should you choose to do so, you will lose any money accrued after your last redeemed payout and no further monies will be payable.

While members are free to complete as many or as few surveys they wish, if members consistently do not participate in relevant surveys over a significant period of time, EasyInsites reserve the right to cancel membership, having established that the member is no longer an active member of Viewback.

Indemnity

You agree to indemnify EasyInsites Ltd in respect of any and all claims, costs, losses, expenses and liabilities that EasyInsites Ltd may incur arising out of:

- (i) any information posted by you; or
- (ii) any software you use in connection with posting such information in clause (i) or
- (iii) any unauthorised disclosure of confidential information by you.

The Website

Although our websites and panels are always rigorously tested, EasyInsites Ltd does not warrant that this website will operate uninterrupted or error/virus free.

Notification of Changes

We reserve the right to modify this Privacy Policy/Terms and Conditions statement at any time, so please review it frequently. If we make material changes to this policy, we will notify you here, by email, or by means of a notice on our home page.

Your Concerns

If you have any concerns about the surveys we send you, or Viewback in general, please contact info@Viewback.tv. If you have any concerns or questions regarding EasyInsites Ltd, please contact Info@EasyInsites.com.