
Privacy and Confidentiality Policy

IMRB International (henceforth referred as “We” or “The Company”) places a high value on privacy and believes in maintaining a high level of confidential relationship while interacting with respondents and panel members. The company is committed to maintaining the privacy of all individuals who intend to or use the Internet Audience Measurement system (IAM). We adhere to the following principles to protect your privacy and maintain confidentiality:

- The personal details you provide are secured with us. We do not rent or sell this information to other parties for marketing purposes
- Any personally identifiable information that you provide will be secured with industry standard protocols and technology.

Please read this privacy policy to learn more about:

1. How did we get your details
2. What happens with personally identifiable information that has been provided by you
3. How this information is used
4. What kind of data is collected on using IAM
5. How do we share the data that is collected upon using IAM
6. How to contact us

1. How did we get your details?

There are different ways through which we collect details of respondents:

- You might have been interviewed for one of IMRB International surveys and would have agreed to be a panel member
- Or, you would have provided us details on our website to become a panel member
- Or, you would have been referred by an acquaintance/friend/colleague

2. What happens with personally identifiable information that has been provided by you?

Once a user registers to be a user of IAM, based on their personally identifiable information such as name, address, email address and other demographic details a “digits-only” user-id will be generated, which is a random number generated by our system. The “digits-only” user-id will be used to collect data generated through IAM system installed on your machine. Once this identification is created, all responses generated from your machine will be associated with the “digits-only” user-id.

IMRB International does not utilise any external list/database to build contacts for their panel studies. Respondent recruitment for such studies happens only when a survey executive meets you face-to-face.

3. How is this information used?

There is large number of the Internet users in our country. The profiles of the Internet users differ in terms of gender, age, occupation and affluence. These profile details are included in personally-identifiable information. Based on the profile details, we formulate the composition of our respondents which forms our panel.

Data collected through usage of our software by the panel is presented as an aggregated data to our subscribers. Subscribers of our data include well-known publishers of online information as well as the Internet and mobile associations.

4. What kind of data is collected through the software?

The IAM software installed on your system generates list of URLs that you have visited. That is, it only collects keys that you typed in your browser address window.

The software does not track the following details:

- Content of e-mail message
- E-mail Ids
- Passwords that you type in any website
- Content of “https://” or secured websites. You can safely proceed and use the software even while you are using banking website, trading shares or purchasing through e-commerce websites
- Your credit card details, amount shopped with it or any such information

5. How do we share the data that is collected upon me using IAM?

Based on the websites you visit, we generate a list of top websites that you and users like you have visited and report the list to our subscribers. This information is helpful to the Internet industry as a whole.

Various stakeholders in the Internet industry are interested to know what websites and types of information are being accessed by Internet users based in India. This system will help us to give this vital information to these stakeholders.

6. How to contact us

In case of any queries, please email us at internet.panel@imrbint.com