

## “MARKETSENSE” LLC QUALITY POLICY

The main Corporate Business Principles of “MarketSense” LLC are the following: to provide services of high quality; to ensure their correspondence to the world’s international industry standards; to work constantly on the improvement of quality assurance procedures for our Clients and our company staff.

“MarketSense” LLC is a corporate member of international market research organizations, such as ESOMAR, EphMRA and QUALIS International, and our activity is based on their quality standards and codes of conduct. Also, being a member of The Russian Association for Market and Opinion Research (OIROM), our company is following the OIROM quality standards. We are aimed at contributing to the development and improvement of quality strategy in the area of Russian market research industry.

Below are the principle directions for providing “MarketSense” LLC Quality Policy, specified by our Top Management:

- Improvement of the effectiveness of our company’s activities as well as its competitiveness, respecting the interests of our Clients and employees.
- Systematic analysis of current and future demands and needs of our Clients, as well as analysis of their satisfaction with our services.
- Meeting the requirements and constant improvement of quality management system’s effectiveness, based on ISO 20252 standards.
- Appointment for the position of Quality Manager from among the company executives.
- Regular professional training and expertise building programs for company employees.
- Mastering new research methods and improvement of the existing ones.
- Building-up partnership with subcontractors, and enhancement of our partnership’s efficiency – all to maintain the quality of our services at all research stages.
- Confidentiality Guarantee for Clients and participants in accordance with industry standards.
- Aiming at satisfying our Clients and exceeding their expectations – in case there are no contradictions to quality standards, quality assurance procedures and research ethics.

“MarketSense” LLC Top Management is taking the responsibility on the realization of the above-mentioned Quality Policy, as well as on providing appreciation and support of this Policy among all the company employees.

“MarketSense” LLC Confidentiality policy

Last update: November, 2014

## PERSONAL DATA PROTECTION: RESEARCH PARTICIPANTS

- Participation in market research is based on the individual free will. To let a respondent to take part in our research, we are to identify his or her personality. By providing us with personal information a research participant places his confidence to us. We are obliged to use this information in accordance with present legislation system in all cases without infringing on respondent's rights.
- Personal information generally includes a respondent's name, age, gender, home address, contact phone numbers, document of identification and other data in case of its presence: e-mail address, lifestyle characteristics and consumer behavior, hobbies, interests, etc.
  - Adding personal (contact) data to company's database and passing this data to Client or third parties is not to be performed without a respondent's permission. There are exceptions in particular cases, such as a request from competent authorities.
- Research results processing and analysis are generalized, and participants' personal data is not to be mentioned – except cases when opposite conditions were specified in a writing form with respondent beforehand.
  - We guarantee personal data protection from misuse. Also, we guarantee personal information security and deletion of personal data from storage area at the respondent's request.
  - We are to cooperate with research participants in all situations that concern their personal data usage.

## CONFIDENTIALITY: CLIENT DATA AND INFORMATION ON RESEARCH

- According to industry quality standards and research ethics all commercially important research information (including research topic, questions discussed, technical and business information) is not to be disclosed to third parties, directly or indirectly.
- Any contractual documentation between “MarketSense” LLC and Clients includes separate Confidentiality Agreement or Confidentiality Clause that guarantee the protection of Client's interests.
- All research participants and subcontractor organizations are to sign Confidentiality Agreement with “MarketSense” LLC.
- “MarketSense” LLC takes all possible efforts for non-disclosure of confidential information produced during research and research preparation. Our company guarantees informational security by providing overseeing, safety, limited access and other measures available.

## CHANGES IN CONFIDENTIALITY POLICY

- In terms of confidentiality policy, all changes - including changes connected with legal requirements – are to be published on our official site as a renewed version of the present document.