

**THE NIELSEN COMPANY**  
**Notice – Management of Applicant Data**

*Please read this Notice carefully. By submitting application information at this website, you consent to Nielsen's collection and use of Applicant Data as described below.*

1. **About The Nielsen Company.** The Nielsen Company has its corporate headquarters at 770 Broadway, New York, NY 10003. This Notice applies to The Nielsen Company and any one or all of its affiliates and subsidiaries (collectively, "Nielsen" or "we"); a list of Nielsen subsidiaries with contact details is available at [www.nielsen.com](http://www.nielsen.com). The Human Resources Department may be reached by email at [staffing@nielsen.com](mailto:staffing@nielsen.com) or by telephone at 646-654-4500.

2. **Data collection.** Your submission of your application and related information is entirely voluntary. As part of the application process, Nielsen will collect certain personally identifiable information about you, including what you submit on application forms, on your resume, and other documents. Such information may initially include, but is not limited to your name, address, telephone, email address, date of birth, social security or other identifying number, gender, occupation, education level, and income. If Nielsen considers your application or extends an offer of employment, Nielsen may collect certain additional information either directly from you or from third parties. (Personally identifiable information about you that we receive from you or others in connection with your application is herein referred to as "Applicant Data".)

We may collect and retain Applicant Data manually or electronically, and electronic data collection may not always be obvious to you. For example, email servers may retain emails received and sent. Where Applicant Data is collected on a Nielsen website, we may use cookie technology to facilitate your use of our online application processes. When you visit our site your browser automatically sends us an Internet Protocol address and certain other information, including the type of browser you use. Our cookies on this site are used solely to facilitate your online experience, and are not used to run malicious programs on your computer. Our cookies on this site expire within 24 hours. You may choose to modify your Internet browser setting to decline our cookie, but that may hinder or prevent your use of our online employment application tools.

3. **Use of Applicant Data.** Nielsen may use Applicant Data to communicate with you in writing or by telephone or online, to evaluate your application, to analyze Nielsen staffing needs and practices, or otherwise to efficiently manage the Nielsen hiring process and employee administration. We may combine Applicant Data with research tools and information from other sources.

4. **Accuracy of Applicant Data.** From time to time Nielsen may ask you to review and update the personally identifiable information we hold about you. You may contact Nielsen at any time to request to see this information, to request that it be corrected or updated, or to request the details of parties to whom it has been made available. Please contact a Human Resources Department representative to discuss any such request.

**5. Data disclosures.** Applicant Data is controlled primarily (but not exclusively) by Human Resources Department staff, and may be accessible electronically. Other staff involved in hiring or information management also may have access to some part or all of Applicant Data, as may senior management. To achieve the objectives described above, and because we are part of a larger group of companies operating internationally, we may from time to time make Applicant Data available to other companies within the Nielsen group of companies. Also, we may from time to time make Applicant Data available to legal and regulatory authorities (such as labor and tax authorities), to our accountants, auditors, lawyers and other outside professional advisers, and to parties providing products or services to us (such as IT systems suppliers, and human resources consultants). Notwithstanding any other provision of this Notice, we also may disclose Applicant Data to any third party when disclosure is required by law, or desirable to permit us to exercise our legal rights or take action regarding illegal activities, or to protect the safety of any person. If all or part of our company is sold, merged, or otherwise transferred to another entity, we may transfer Applicant Data as part of that transaction.

**6. Storage, transfers, and security of Applicant Data.** We may store Applicant Data for as long as needed for the purposes indicated in this Notice, but in any event not for more than three years from collection unless you become employed by the Company, in which case a different retention period may apply. Records not specifically designated as Application Data may have different retention periods (*e.g.*, email server records of emails received or sent). Applicant Data may be processed within your country of application or employment, but may be processed or transferred to offices in other countries, including the United States. We have in place certain security measures to protect the confidentiality of Applicant Data (such as firewalls to protect servers), but the storage and communication of personal data cannot always be completely secure.

**7. We do not knowingly collect application information from children under age 13.**

**8. We may change this Notice.** This Notice supersedes and replaces any other statement we may have made to you about Nielsen's collection and use of Applicant Data. We reserve the right to update and make material changes to this Notice and to our practices in handling Applicant Data to the extent permitted by applicable law. You may view the currently effective Notice any time online at [www.Nielsen.com](http://www.Nielsen.com), or you may request a copy by contacting a Human Resources Department representative.

**9. This Notice applies only to Applicant Data.** If you are employed by Nielsen, Applicant Data will be treated as Employee Information and will be subject to the Nielsen Notice – Privacy of Employee Information.