

# Survey Privacy Notice

Last revised 6/18/2025

- [Introduction](#)
- [Information collection](#)
- [Log information, cookies and web beacons](#)
- [Information use](#)
- [Selling of information](#)
- [Information retention](#)
- [Disclosure of information to third parties](#)
- [Your personal information rights](#)
- [Verification of personal information requests](#)
- [Third party requests](#)
- [Data Privacy Framework notice](#)
- [Special notices to California residents](#)
- [Washington State Consumer Health Data Privacy Policy](#)
- [Opt-out preference signals and Do Not Track](#)
- [Information security](#)
- [Children's privacy protection](#)
- [Changes to our Privacy Notice](#)
- [Contact information](#)

## Introduction

This Privacy Notice describes how Deloitte<sup>1</sup> ("**Deloitte**", "**we**", "**us**" and "**our**") processes information gathered in connection with your completion of any

survey, focus group, interview, study, or other activity designed to collect information that is conducted by a Deloitte business (collectively, “Surveys”) that links to or references this Privacy Notice. By responding to one of these Surveys, you agree to the use of such information in accordance with this Privacy Notice.

As used in this Privacy Notice, **“Deloitte Network”** refers to one or more of Deloitte Touch Tohmatsu Limited, a UK private company limited by guarantee (“DTTL”), its network of member firms and their related entities. DTTL and each of its member firms are legally separate and independent entities.

<sup>1</sup>In this notice, “Deloitte” refers to Deloitte LLP, Deloitte Consulting LLP, Deloitte Financial Advisory Services LLP, Deloitte Tax LLP, Deloitte Transactions and Business Analytics LLP, Deloitte & Touche LLP, Deloitte Services LP, and Deloitte Corporate Finance LLC and their respective affiliates.

### **Information collection**

We may collect personal information about you that you provide as part of completing a Survey such as:

- Name
- Home address
- Home telephone number
- Date of birth
- Any other information about you that is relevant to the survey

Personal information that is collected from you as part of a Survey may include sensitive personal information (i.e., data relating to your social security, driver’s license, state identification card, or passport numbers; non-Deloitte account username or number or financial account, debit card, or credit card number in combination with credentials allowing access to such accounts; racial or ethnic origin; national origin; immigration or citizenship status; religious or philosophical beliefs; trade union membership; genetic or biometric data; precise geolocation; political opinions; status as victim of a crime; medical or health conditions/status (including data related to pregnancy, abortion, or reproductive or sexual health); researching, obtaining, or seeking gender affirming health care or reproductive or sexual health services; status as transgender or non-binary; or sex life or sexual orientation. Sensitive personal information also includes the contents of your personal mail, email, or text messages unless we are the intended recipient). We

will obtain your explicit consent to collect and use such information where required by law.

### **Log information, cookies and web beacons**

For Surveys conducted electronically on a Deloitte website, we may collect standard Internet log information including your IP address, browser type and language, access times and referring website addresses. To ensure that the Surveys are well managed and to facilitate improved navigation, we or our service provider(s) may also use cookies (small text files stored in a user's browser) or web beacons (electronic images that allow us to count users who have accessed particular content and to access certain cookies) to collect aggregate data. Additional information on how we and our service providers use cookies and other tracking technologies and how you can control these can be found in our [Cookie Notice](#).

### **Information use**

We use your personal information that we collect in connection with a Survey for the purposes described in the Survey, or where we have a legitimate business interest in or other legal basis for, such collection and use. The personal information you submit to us may be used to verify your identity when you access a Survey, manage our relationship with you, including any of your requests, or to customize or improve our Surveys.

We may also use your personal information for marketing purposes, or to send you promotional materials or communications regarding services provided by us or other members of the Deloitte Network that we feel may be of interest to you. We may also contact you to seek feedback on services provided by members of the Deloitte Network or for market or other research purposes. Your personal information may also be used to protect our rights or property and that of our users.

To the extent that we possess any personal information about you that has been de-identified, we maintain and use such de-identified information without re-identifying such information. Such de-identified information is not subject to the terms of this Privacy Notice.

### **Selling of information**

We do not sell personal information about you that is collected in connection with a Survey except to the extent we may use it for cross-contextual behavioral or targeted advertising.

## **Information retention**

We retain your personal information for as long as the information is reasonably needed for the purposes described in this Privacy Notice. We also may retain your personal information to comply with our legal or professional obligations, enforce our agreements, or resolve disputes.

## **Disclosure of information to third parties**

We may provide your personal information to other members of the Deloitte Network in connection with the performance of the Survey, including analysis of the data collected in the Survey. Your personal information may also be disclosed to members of the Deloitte Network and other third parties: in order to respond to your requests or inquiries; as part of a corporate transaction (such as a sale, divestiture, reorganization, merger or acquisition); or where those parties handle information on our behalf.

Personal information may also be disclosed to law enforcement, regulatory or other government agencies, or to other third parties, in each case to comply with legal, regulatory, or national security obligations or requests.

We will provide notice and obtain your consent before sharing personal information about you with an unaffiliated third party that is not performing services for the Deloitte Network, except if such sharing is otherwise permitted by this Privacy Notice or the Survey.

Information about you that we have aggregated with information about other individuals or have otherwise made anonymous such that your identity cannot be determined may be shared by the Deloitte Network with third parties without restriction except to the extent otherwise set forth in the Survey.

All of these disclosures may involve the transfer of personal information to countries or regions without data protection rules similar to those in effect in your area of residence.

By responding to a Survey, you are consenting to the disclosures described above.

Any personal information that we have referenced above under “Information collection” may be disclosed to the third parties identified in this section for the purposes set forth herein.

## **Your personal information rights**

You may have choices about how your personal information is collected, used and shared.

Depending on the jurisdiction in which you are located, you may have the right to request that we confirm whether we process your personal information or that we correct, delete, or stop processing your personal information. You may also have the right to request that we provide the following information regarding the personal information we hold about you:

- The categories and/or specific pieces of personal information we collected
- The categories of sources from which personal information is collected
- The business or commercial purpose for collecting personal information
- The categories of third parties with whom we shared personal information

To exercise any of your rights under applicable law described above regarding your personal information, please complete our [Personal Information Request Form](#) or call us at this number +1.844.919.0711. When calling us, please provide your full name, mailing address email address, and the specific type of request you are making. You may also appeal a denial of your request by completing the [Personal Information Request Appeal Form](#).

Applicable laws may also give you the right to lodge a complaint with a local supervisory authority related to this Privacy Notice.

We will not discriminate against you for exercising any of your rights with respect to your personal information.

Deloitte's annual personal information request metrics are available [here](#).

### **Verification of personal information requests**

For certain personal information requests, we must first verify your identity before processing your request. To do so, we may ask you to provide us with your full name, contact information, and relationship to Deloitte. Depending on your request, we may ask you to provide additional information. Once we receive this information, we will then review it and determine whether we are able to match it to the information Deloitte maintains about you to verify your identity.

### **Third party requests**

If you are submitting a personal information request on behalf of someone other than yourself, please complete our [Personal Information Request Form](#) and include proof that you are authorized to make the request. This may be in the form of a written authorization signed by the person whom you are acting on behalf of or a valid power of attorney.

### **Data Privacy Framework notice**

Deloitte complies with the EU-U.S. Data Privacy Framework and the UK Extension to the EU-U.S. Data Privacy Framework and the Swiss-U.S. Data Privacy Framework as set forth by the U.S. Department of Commerce (each, a “Data Privacy Framework”) with respect to personal information that is transferred from the European Economic Area, the United Kingdom and Switzerland to the United States within the scope of Deloitte’s Data Privacy Framework certifications. To learn more, see our [Data Privacy Framework Notice](#).

### **Special notices to California residents**

If you are a California resident, you are entitled to request information concerning any personal information you provide to us as part of an established business relationship for personal, family, or household purposes that we disclose to nonaffiliated third parties for their direct marketing purposes. We do not share such personal information with nonaffiliated third parties for such purposes.

### **Washington State Consumer Health Data Privacy Policy**

For information about how we use consumer health data that is subject to the Washington State My Health My Data Act, see our [Washington State Consumer Health Data Privacy Policy](#).

### **Opt-out preference signals and Do Not Track**

To the extent our websites use targeting and advertising cookies and depending on the jurisdiction in which you are located, you may use an opt-out preference signal, such as the Global Privacy Control (GPC), to opt-out of the sale and sharing of your personal information for cross-contextual behavioral or targeted advertising at the browser level. If you choose to use the GPC signal, you will need to turn it on for each supported browser. To download and use a browser supporting the GPC browser signal, [click here](#). Our websites detect and respond to the GPC by automatically disabling targeting and advertising cookies set on such websites. However, if you choose to enable the targeting and advertising cookies on such websites, you will override the opt-out preference signal. To the extent we are

engaging in other selling or sharing of your personal information, you may opt-out by submitting a [request](#).

"Do Not Track" is a preference you can set in your web browser to let the websites you visit know that you do not want them collecting information about you. However, for Surveys conducted electronically on a Deloitte website, such Surveys do not currently respond to a "Do Not Track" signal.

### **Information security**

We have in place reasonable commercial standards of technology and operational security to protect all personal information provided by users with respect to the Surveys from unauthorized access, disclosure, alteration or destruction.

### **Children's privacy protection**

We understand the importance of protecting children's online privacy. The Surveys are not designed for or intentionally targeted at children under the age of 13. It is not our policy to intentionally collect or maintain information about anyone under the age of 13. If we obtain actual knowledge that we have received such information, we will take steps to delete it.

### **Changes to our Privacy Notice**

In addition to describing our current privacy practices, this Privacy Notice also describes the categories of personal information we collected, disclosed, or sold during the preceding 12 months. We may modify or amend this Privacy Notice from time to time at our discretion. When we make changes to this Privacy Notice, we will amend the revision date at the top of this page and such modified or amended Privacy Notice shall be effective as to you and your information as of that revision date. We encourage you to periodically review this Privacy Notice to view any updates.

### **Contact information**

If you have questions or concerns regarding your privacy in connection with a Survey, please contact us at [USPrivacyQuestions@deloitte.com](mailto:USPrivacyQuestions@deloitte.com) or call us at +1.844.919.0711.