

# **How ILRES S.A. uses your telephone number**

## **Context in which your telephone number will be used**

ILRES S.A. is a market research and opinion survey company. This means that it must have the ability to contact a wide range of people with greatly varying profiles in order to invite them to participate in the multi-subject surveys it conducts both on its own account or on behalf of its clients.

Various methods are used to establish these contacts, for example the email addresses of its MyPanel members, setting up online portals to which access is made public, face-to-face surveys conducted in the street or at home and also telephone contacts. These various methods are used individually or in combination according to the needs and constraints specific to each survey task.

ILRES S.A. endeavours to choose the least intrusive means of contact possible while achieving the required objectives, including a suitably large number of interviews, reliable and representative results and sensitivity to the requirements and budgets of its clients. For example, the mere use of email contacts or an online portal is not suitable for a study which requires the opinion of people with little or no Internet access, just as a survey which requires the viewing of images or videos cannot plausibly be conducted over the telephone.

Telephone contact is often an essential means of obtaining a representative survey sample, as it makes it possible to reach the vast majority of potential participants, and thus give them the opportunity to comment on the subjects covered in the ILRES S.A. surveys.

The purpose of this notice is to explain how ILRES S.A. organises these telephone contact in a way that respects the rights of the data subjects.

## **How ILRES S.A. obtained your telephone number, how it is being used and why?**

### **I. Your telephone number was generated and dialled at random**

In general, the mission of ILRES S.A. is to invite a wide range of people to comment in the context of its surveys and thus obtain an overview of public opinion that is as accurate as possible. In other words, everybody should have the same opportunity to participate. This means that it is not a good idea to use telephone directories, as only some of the population is included, and so it would be distorted as a contact base.

In order to limit this bias, ILRES S.A. generates telephone numbers by computer using the "Random Digit Dialling" technique. This technique consists in creating telephone numbers from existing roots, i.e. taking the first assigned digits, as published for example by the Institut Luxembourgeois de Régulation (ILR), and generating all possible numerical combinations of the four or six remaining digits.

The resulting number file is sorted for the sole purpose of deleting unassigned and unused numbers. This sorting is performed either by dialling each number using a computer system or by using a service provider HLR (Home Location Register Lookup).

This file is then used to randomly extract a selection of numbers to be dialled during each survey and thus contact people to invite them to take part.

This means that ILRES S.A. never knows the identity of the people to whom these telephone numbers are assigned and does not collect this information to carry out its telephone surveys without directly requesting it from the data subject, explaining in advance why it wants to obtain it.

In return, and in order to respect the right of any individual not to be bothered by these contacts, each person contacted by telephone can ask the ILRES S.A. investigator to make sure that his number is not used for telephone surveys in the future. In this case, the investigator asked for the telephone number in question to be placed on the ILRES S.A. blacklist, so that it is not dialled any more. Such a number will remain on this black list for an indefinite period of time, because, given the process by which numbers are generated and used, this is the only way to comply with such a request. Indeed, if ILRES S.A. were to delete the telephone number, it could not be excluded that the same number might be generated again.

Although ILRES S.A. does not know the identity of the people to whom they are assigned, these telephone numbers are still regarded as **personal data** because telephone operators and probably other people know the identity of the holders:

a) Purpose and legal basis of this processing of personal data

The purpose of the processing of personal data which consists of generating, sorting, storing and dialling these telephone numbers is for ILRES S.A. to have the necessary database of contacts to conduct telephone surveys.

This processing is legally justified because it is necessary in order to meet ILRES S.A.'s legitimate interest in having the tools necessary for the performance of its economic activity, with a database of telephone contacts being one of these tools.

b) Data processed

ILRES S.A. only ever processes the fixed and mobile telephone numbers it has generated.

Nevertheless, and provided that the person agrees to provide this information during a telephone interview, it will retain some demographic information linked to the telephone number (municipality of residence of the user, gender, nationality, working or retired, etc.). This is information that does not identify a particular person but is necessary to create stratified survey samples, i.e., dialled at random from groups that meet the demographic categories required by the survey. This involves, for example, making sure that the sample of numbers to be dialled for the survey includes sufficient numbers used in the north of the country by people of Luxembourg nationality who are still working. By using this sampling method, ILRES S.A. is able to obtain representative survey results.

c) Category of recipients

ILRES S.A. does not share the number file it has generated with parties, except, on an ad hoc basis, and for mobile numbers only, with the service provider HLR (Home Location Register Lookup). This service provider is responsible for removing numbers that are not assigned and those that are no longer used from this list. ILRES S.A. has obtained a contractual commitment that this service provider will only use these numbers to sort them and will delete them from its files as soon as it has completed this task.

d) Retention period

ILRES S.A. will retain these numbers and any demographic information linked to them for as long as it performs its economic activity, either in its database of contacts or on the black list. Demographic information linked to a blacklisted number will be deleted as soon as the number is blacklisted.

e) Rights of data subjects

You have the following rights:

- The right to access and obtain a copy of the data concerning you, namely, in this case, to ask ILRES S.A. whether your number is in its telephone database and whether demographic information is linked to it.
- The right to rectification, i.e. to ask ILRES S.A. to correct demographic information linked to your number.
- The right to limit processing, i.e. to ask ILRES S.A. to suspend or limit processing until such time as a check can be performed.
- The right to object to processing: Any person contacted by telephone has the right to request that ILRES S.A. no longer call him for surveys, in which case the number will be placed on the blacklist and will no longer be dialled. This request may be made directly to the ILRES S.A. investigator who calls you, provided, however, that you provide him with the number which should not be used in future. Indeed, for reasons of confidentiality of interviews, the investigator does not see the number of his contact, so he cannot put it on the blacklist.
- The right to erasure:

As indicated, if ILRES S.A. simply deleted the telephone number assigned to you, it would still be possible that the same number might be generated again. Also, the storage of this blacklisted number by ILRES S.A. is necessary to respect your request to no longer be contacted for surveys (right of objection), and for that reason it cannot be deleted.

However, if demographic information is linked to your number, it will be deleted at the same time as the blacklisting of your number.

- Since the processing is based on the legitimate interest of ILRES S.A., the right of portability does not apply here, i.e. you cannot ask ILRES S.A. to transmit the data it holds concerning you directly to another controller. In this respect, it should be noted that in the context of the relevant processing operation, ILRES S.A. only has a telephone number and possibly some non-identifying demographic information on the people who use it, but never knows their identity.
- As the processing does not take place on the basis of your prior consent, you do not have the formal right to withdraw consent to this processing. However, you may

exercise your right of objection described above from the first telephone contact that ILRES S.A. has with you for a survey, or even retrospectively, when you have already taken part in one or more telephone surveys. You can also refuse to take part in a survey, for example because you are not interested in its subject, without asking for your telephone number to be blacklisted, and thus keep the option to take part in future surveys.

- The right of complaint: In the event that you consider that ILRES S.A. is failing to respect your rights regarding the processing of your personal data, you can lodge a complaint with a regulator. For the Grand Duchy of Luxembourg, this regulator is the National Commission for Data Protection (<https://cnpd.public.lu>)

## **II. A client of ILRES S.A. has given it the numbers to call**

ILRES S.A. also performs surveys on the basis of contact files provided by its clients, because the relevant client wants these numbers to be contacted to conduct his survey.

For this type of survey, the client obviously provides ILRES S.A. with a telephone number to call, but in general also the name, first name and gender of the person to be interviewed. These details are necessary for the ILRES S.A. investigators to ensure that they are talking to the right person, especially with a landline number shared by all family members.

In such cases, ILRES S.A. asks its client to inform the data subjects in advance of the use that may be made of their number and contact details. ILRES S.A. investigators also indicate at the start of the interview how this number has come into their possession.

ILRES S.A. uses the list of numbers and contact details provided by its client exclusively to conduct the survey he has requested, which means that it will not use it for any other survey and that this list will be deleted from its files at the end of the survey.

## **III. In the case of a number assigned to a legal entity, and except for the two cases mentioned above under a) and b), ILRES S.A. will have obtained it from a professional directory service provider.**

Some surveys require contact exclusively with companies. In this case, ILRES S.A. obtains the numbers of the legal entities (companies) from professional directory service providers.

## **How to contact ILRES S.A.?**

ILRES S.A.  
Head Office :46, rue du Cimetière, L-1338 Luxembourg  
Tel: +352 499291  
[www.tns-ilres.com](http://www.tns-ilres.com)

ILRES S.A. has appointed a Data Protection Officer who can be contacted by email at [DPO@tns-ilres.com](mailto:DPO@tns-ilres.com) or alternatively by using the following contact details:

Postal address: ILRES S.A., 46, rue du Cimetière, L-1338 Luxembourg  
Tel: +352 499291

For all information about personal data collected during telephone interviews, see the "*ILRES S.A.'s policy for the processing of personal data during its telephone interviews*" at <https://www.ilres.lu/>.