

1. INTRODUCTION

The following terms and conditions (“**Agreement**”) control participation in the panel (the "**Panel**") for Internet-based surveys set up by AnSCO Arena Ltd. Registered in England and Wales under company number 04350252 and having its registered officer at The Studio, The O2, London SE10 0DX (the "**Principal**").

By registering as a member of the Panel, you agree to the following terms and conditions.

2. PERSONAL DATA

2.1 By participating in the Panel, you (the "**Member**") consent to the Principal using your personal data in accordance with this Agreement. To ensure you meet the requirements for taking part in the Panel and to enable statistical analysis, prospective members are asked to answer some questions concerning their social circumstances such as income, occupation, education, and areas of interest. You accept that the Principal may choose to store this data together with data submitted later by you in a database that is treated confidentially and in accordance with the UK Data Protection Act 1998.

2.2 The Principal is the controller of information which identifies the Member ("**personal data**") collected by it under this Agreement. The Principal may disclose the personal data to third party service providers who provide a service to the Principal and who use the personal data on behalf of and only in accordance with the instructions of the Principal.

2.3 The personal data will be stored and used:

2.3.1 *for undertaking research, surveys and analysis of topics of interest to the Principal;*

2.3.2 *to contact Members and keep them informed about their participation in the Panel;*

2.3.3 *to evaluate which individuals should be approached to take part in surveys and sending out invitations to participate in surveys;*

2.3.4 *to make payments for taking part in the Panel;*

2.3.5 *to improve the Principal's website, surveys and participation in the Panel;*

2.3.6 *to diagnose technical problems with the Principal's website, surveys or participation in the Panel and/or maintaining security;*

2.4 The Principal may put together non-identifying data with other non-identifying data for statistical analysis. The Principal may also share non-identifying data with third parties.

2.5 The Member may, on written request to the Principal's postal address Brännkyrkagatan 14A, 4 tr, SE 118 20 Stockholm, receive information about what personal data concerning the Member the Principal holds. A fee will be charged for this, £10. If the Member wants to change any personal data held by the Principal, the Member may in the first place do so by changing the data by himself or herself. Furthermore, the Member may request that inaccurate data

is corrected, blocked or deleted by contacting the Principal at support@theentertainmentpanel.co.uk.

3. THE MEMBER

3.1 Requirements

The Member must reside in the UK unless otherwise stated by the Principal when joining the Panel. The Member may only have one membership of the Panel. In the event the Principal observes that an additional member is registered for the same person, the Principal is entitled to deregister the other member account. All members of a family are entitled to participate in the Panel but a survey can only be answered by one Member on a particular computer, other members will not be able to use the same computer unless special rules apply for the survey. The Principal also reserves the right to deregister the Member if: the Member has not participated in any surveys for a period of 12 months or more; if the Member does not meet the criteria for participation in the Panel (i.e. the selection criteria) or if the Member, according to the Principal's view, has not followed the terms of this Agreement or has not followed the Principal's rules and guidelines for participation in the Panel as notified to the user from time to time

3.2 The Member's rights

Prior to each survey the Member will be informed about the amount they will be paid for taking part in and completing a survey and how long they will be expected to take part in the survey. Each Member may receive a maximum of £91.00 per year where a maximum of £9.00 is payable per month. The Member is solely responsible for paying any tax on profits. The Member agrees to respond truthfully and carefully to the questions in the surveys that the Member participates in, and to always provide accurate information about the Member's sex or age or other requested background variable. If the Principal determines that submitted answers are inconsistent with these rules, the Principal is entitled to remove or reduce payment earned for the current survey and has the right to reduce or remove payment which has been earned from other surveys. After three such incidents, the Member's account will be deleted.

The Member will only be paid for each completed survey. The Member is entitled to payment of any money earned for taking part in the Panel when the total money earned equals or exceeds the minimum amount that from time to time is stated on the personal panel account as resulting in payment. Money earned will be paid to the Member in accordance with any of the payment options listed on the Panel's website. The Principal has the right to change: the amount it pays for taking part in surveys; the minimum amount that must be earned before a payment will be made; and payment options. The Principal's right to make these changes will not reduce the value of any money that has already been earned by the Member before the changes are made. For some payment options, a transaction fee may be charged.

4. TERMINATION

4.1 Both the Member and the Principal are entitled to at any time end the Member's membership of the Panel. The Principal will provide reasonable notice of its intention to end the Member's membership and will pay any earned money to

the Member. If the Member breaks the requirements of this Agreement then the Principal may end this Agreement immediately and the Member will not receive payment of money earned for taking part in the Panel. If the Member himself or herself requests to end the membership, he or she will need to arrange for a transfer of the amount stated on the personal panel account, provided that the amount is equal to or greater than the minimum amount that must be earned before a payment will be made.

5. LIABILITY

- 5.1 Membership of the Panel does not entitle the Member to participate in a minimum number of surveys. To the extent permitted by the law, the Principal's liability under this Agreement or in relation to the Member's participation in the Panel is limited to losses suffered by the Member and shall not under any circumstance exceed the average yearly money paid to the Member in the last three years. In every case, the Principal will never be responsible for any loss or damage that can not be reasonably foreseen.

6. MISCELLANEOUS

- 6.1 The Member grants the Principal a cost-free right, unlimited in time, to use all materials, including text and images, which the Member submits in surveys or through feedback or comments and which will be made available to the Principal on an anonymous basis, including the right to copy, publish, modify and transfer the materials to others.
- 6.2 All pages, screens, information and other materials that the Principal uses for its Panels (the "**Materials**") either belongs to the Principal or the Principal is allowed to use unless otherwise stated. The Member's right to use the Materials is personal to the Member and the Member is not allowed to give this right to another person or to sell, gift or transfer their membership to another person. The Member may imprint, copy, download, or temporarily store extracts used for the Panel to allow the Member to take part in the Panel but the Member must not alter any Materials. The Member's right to use the Materials does not stop the Principal giving the same right to other people.
- 6.3 The Principal has the right to transfer all rights under this Agreement to third parties.
- 6.4 The Principal will rely on this Agreement as setting out the written terms of its agreement with the Member for participation in the Panel. If part of this Agreement cannot be enforced then the remainder of the Agreement will still apply to participation in the Panel. If the Member does not comply with this Agreement and the Principal does not take action immediately, this does not mean that the Principal has given up any right to take action in the future.

English law will apply to all disputes and the interpretation of this Agreement. The English courts will have non-exclusive jurisdiction over any dispute arising from or related to this Agreement.