

Ipsos Privacy Policy – How we use your information.

The LCBO is conducting a study, administered by Ipsos, a reputable market research firm, to better understand how Ontario beverage alcohol producers perceive its support for local products and producers. LCBO's full privacy policy can be found here: [Policies | LCBO](#).

Ipsos will be collecting personal data from you during this survey. The category of personal data we will collect is:

- IP address

Participation in this research is voluntary, and you are free to withdraw your consent at any time, either by not completing this survey or later by contacting us as described under: "Who to contact if you have any questions about this study or this privacy policy?". Your decision to participate will not affect your relationship with LCBO in any way.

This privacy policy only applies to this research survey.

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What are Ipsos' company details?

Ipsos is a specialist research agency established in Canada and part of the Ipsos worldwide group of research companies.

Ipsos complies with all generally accepted professional industry standards and practices applicable to the advertising and market research industry, including the ICC/ESOMAR international code on market, opinion and social research and data analytics and associated regulations and guidelines. You can find further information about Ipsos on its website at www.ipsos.com.

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What information will Ipsos collect about you?

If you do take part in this survey, Ipsos will collect the information you provide when you complete the on-line questionnaire.

If you contact Ipsos for any reason regarding this research, Ipsos will also use any contact information you may provide to respond to your request.

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How will Ipsos use the information you provide?

All the information you provide will be stored separately from the personal data used to invite you to participate in this research. Your participation in this research, together with your individual responses to the questions will be kept strictly confidential by Ipsos.

Your responses to this survey will be used solely for research analysis purposes only. The results of this research will be anonymous, statistical information only, and we can assure you that you will NOT be identifiable in any published results. If you contact Ipsos for any reason regarding this research, your contact details will be used solely for the purpose of responding to your request.

We can assure you that any information you provide during this research will NOT be used for marketing, nor will we sell or pass on your information to any third party.

If you have any questions about this research or how your information will be used, please contact the study team. They can be contacted by email sent to surveyqueries@ipsos.com.

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Who will have access to your information?

Access to your information will be limited to only those Ipsos staff involved in this research project, or who need access to support the systems used for this research, such as the online survey and research data analysis systems. This may include staff in:

- Other Ipsos Group companies involved in this research.
- Our sub-contractors who may carry out some of the processing on Ipsos' behalf, and under Ipsos' control; including the service providers who host or provide technical support for our systems.

Some of the above may be based outside North America; however, they are required to abide by the same data privacy legal requirements and security arrangements as ourselves and will be subject to appropriate safeguards, a description of which can be obtained by contacting us as set out in the section headed "Who to contact if you have any questions about this study or this privacy policy?".

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Will this survey collect information from children?

For research involving children, we will always seek consent of from a parent, legal guardian or other person legally responsible for the child before inviting them to take part in the research. However, we are only inviting adults to participate in this research survey.

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How long will Ipsos keep the information you provide?

At the end of the project, scheduled for August 4, 2026, we will securely delete all the personal data, leaving only anonymous research results. We will also securely destroy the personal data that the above mentioned client provided for this research at this time.

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How does Ipsos ensure your personal data is held securely?

We take very seriously our responsibilities to keep your personal data secure. As such we take every reasonable precaution to ensure your information is protected from loss, theft or misuse. These precautions include appropriate physical security of our offices, controlled access to computer systems, and use of secure, encrypted internet connections when collecting personal data.

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Does this survey use Cookies or similar code?

Some on-line surveys collect information through the use of 'cookies'. These are small files stored on your computer. These files are used as sparingly as possible and only for quality control, validation and, more importantly, to prevent us sending you reminders for an on-line survey you have already completed. It is possible for you to delete 'cookies' or to prevent their use by adjusting the browser settings on your computer.

We also automatically capture information about your operating system, display settings and browser type in order to ensure that the survey questionnaire is delivered in a form suited to the software your computer is using. We do not capture any other information from your computer.

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Who to contact if you have any questions about this study or this privacy policy?

If you have any questions about this research or how your information will be used, please contact the study team. They can be contacted by email sent to surveyqueries@ipsos.com.

If you have any questions or require further information this privacy policy, Ipsos' compliance with data protection laws or information we may hold about you, please contact our Compliance Department. They can be contacted by email sent to DPO.Canada@ipsos.com with "26-028558-01 & LCBO Local Supports" as the subject line.

Or by letter sent to: Ref: 26-028558-01 & LCBO Local Supports
Ipsos Interactive Services Limited Partnership
Attn: Canada Data Privacy Officer
160 Bloor Street East, Suite 300
Toronto, ON M4W 1B9

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How can you get access to your information and/or correct it and/or request its transfer and/or its erasure?

You have the right to request a copy of all the information we hold about you. You also have the right to request the correction of any personal data we hold about you. Furthermore, you have the right for all the information you have provided to us, to be transferred to another party. In various circumstances, you also have the right to request from us the deletion or erasure of the personal information we hold about you. For further details, please contact our Compliance Department. They can be contacted by email sent to DPO.Canada@ipsos.com with "26-028558-01 & LCBO Local Supports" as the subject line.

Or by letter sent to: Ref: 26-028558-01 & LCBO Local Supports
Ipsos Interactive Services Limited Partnership
Attn: Canada Data Privacy Officer
160 Bloor Street East, Suite 300
Toronto, ON M4W 1B9

You also have the right to request a copy of the personal data LCBO holds about you. For information on how to obtain this information please contact LCBO.

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Changes to this privacy policy:

We keep our privacy policy under regular review and this policy was last updated on January 29, 2019.

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Useful Links:

LCBO: www.lcbo.com

Ipsos Group: www.ipsos.com

ICC/ESOMAR: www.esomar.org