

## **GAMBICA Market Data Policy**

GAMBICA operates confidential, anonymous market data collections where the aggregated reports are only available to participants. We take the sensitive nature of our members data very seriously and take great care to maintain confidentiality and eliminate disclosure.

This policy defines the general guidelines for all market data reports that GAMBICA runs, across different sectors, product groups and periods. Individual reports may have additional detailed guidelines that are communicated to participants, while still respecting this policy.

- Participating companies submit data to a single point of contact in GAMBICA, the Statistics Manager.
  - This company-level data is held confidentially and is never shared outside of GAMBICA employees.
  - It is only shared to other GAMBICA employees by exception and to a limited degree, where this is strictly necessary to resolve a problem or improve our service.
- The company-level data is aggregated by the Statistics Manager to form industry totals, by product categories or other groupings defined by the collection.
- The aggregated report contains only the industry totals and no individual company data is ever published.
- The aggregated report is only distributed to those participating companies that submitted data for that specific report
  - It is only sent to contacts that the participating companies have defined and provided to us
  - The report is not distributed to any party outside of the group of participating companies, including other members or third parties
  - By exception, and with full prior agreement of the participating companies, limited aggregated data from the report may be released, under a NDA, where it is in the interest of the industry (eg Government consultation).
- Aggregated data is not reported when confidentiality or disclosure is risked (eg less than 3 participants or one participant with large market share)

### **General Data Protection Regulation (GDPR)**

GAMBICA assures that all data is held and processed in compliance with all existing and new regulation. In particular, you will only receive information from us that is relevant to your company's membership of GAMBICA and/or relates to the interests you have notified to us. We never sell data to third parties of any kind.

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