

Privacy Terms and Conditions

Legal Notice and Privacy Statement

Data Centrum Ltd., a company lawfully established and registered under the jurisdiction of the Republic of Albania, with NUIS K81520004G and seated in Tirana, administers an independent research community (hereinafter “the Panel”) designed to facilitate the collection of opinions, insights, and behavioural data for scientific and market research purposes. Participation in this Panel constitutes entry into a private legal relationship between the individual participant and Data Centrum, the terms of which are detailed herein and governed by applicable Albanian and European legislation.

All persons who voluntarily join the Panel do so under the express understanding that their engagement is subject to the terms described in this legal statement. By registering, by engaging in any research-related activity through the Panel, or by accessing the digital platforms administered by Data Centrum, the participant is deemed to have accepted these terms in full. Should a participant disagree with any part of these terms, they are required to cease use and withdraw from the Panel immediately.

Panel membership is open only to natural persons who are eighteen years of age or older and who are permanent residents of the Republic of Albania, the Republic of Kosovo and the Republic of North Macedonia. Data Centrum retains full discretion to accept, decline, suspend, or terminate individual accounts without prior notice, particularly where false information has been provided or misuse of the system is suspected. Participation is strictly personal and may not be assigned, transferred, or shared with others.

Each Panelist is issued a unique account upon successful registration. The integrity of this account is protected by the obligation of the user to maintain accurate and current information and to safeguard all login credentials. Data Centrum is not liable for losses or breaches arising from the user’s failure to preserve the confidentiality of their account information.

Research invitations may be sent via electronic communication channels, including email, SMS, and online platforms. The frequency and content of these invitations depend on the requirements of specific research projects and the demographic suitability of the participant. There is no guarantee of minimum or maximum frequency. Participation is always optional, and refusal to respond does not affect a participant’s standing.

To encourage consistent and high-quality participation, Data Centrum operates a reward mechanism through which participants may accrue non-monetary credit points. These credits, the criteria for earning them, and the options for redemption, are transparently disclosed on the Panel platform. Credits carry no cash value and may not be sold, transferred, inherited, or otherwise exchanged, unless expressly permitted by Data Centrum. Credits may expire or be voided if the account remains inactive for a continuous period of twelve months or more, or if the account is terminated due to breach of these terms.

Data Centrum places the utmost importance on the lawful and ethical processing of personal data. All information collected through the Panel is managed in accordance with the requirements of Law No. 124/2024 “Për Mbrojtjen e të Dhënave Personale”, and, where applicable, the General Data Protection Regulation (EU) 2016/679 (GDPR). Participants' data is processed solely for purposes related to opinion, behavioural, and market research, and is never used for advertising, profiling, or automated decision-making without explicit consent.

Where special categories of data are collected, such as those revealing racial or ethnic origin, political opinions, religious or philosophical beliefs, trade union membership, health status, or sexual orientation, the participant’s explicit, freely given, and informed consent will always be obtained. The refusal to provide

such information will not negatively impact their participation unless that data is indispensable to a specific research project, in which case the participant may decline the activity altogether.

All personal data provided is stored securely, pseudonymised where applicable, and retained only for as long as necessary to fulfil the purposes of the research. Upon completion of research activities, the data is either anonymised or deleted, in line with the principle of data minimisation. Participants may exercise all their legal rights under the Albanian Data Protection Law, including the rights of access, rectification, erasure, restriction, objection, and data portability, by contacting Data Centrum's Data Protection Officer at 0692078543.

No information collected by Data Centrum will be shared with third parties, including clients, unless (i) the data is anonymised beyond re-identification, or (ii) the participant has given prior, specific, and informed consent for identifiable information to be shared. If third-party processors are engaged in the administration of rewards or data hosting, these parties are bound by appropriate data processing agreements in compliance with Article 28 of Law No. 124/2024.

Participants may from time to time be presented with pre-commercial or confidential material owned by Data Centrum or its research clients, including product prototypes, advertising concepts, or sensitive corporate information. Any such information is disclosed under strict conditions of confidentiality. Participants undertake not to record, reproduce, publish, share, or otherwise disclose any such content to third parties. A breach of this obligation may constitute grounds for civil and/or criminal liability under applicable intellectual property and trade secret laws.

Digital activity on the Panel platform may be monitored using cookies and similar technologies. These are used exclusively for security, fraud prevention, usability, and statistical research. No personal data is collected through cookies without legal basis or user consent. Participants may manage their cookie settings via their browser or as indicated in the Data Centrum Cookies Policy, which is available on the Panel website.

While every reasonable effort is made to ensure the reliability and integrity of the Panel systems, Data Centrum does not guarantee uninterrupted access to its services or immunity from technical faults or external cyber threats. The participant agrees to use the platform at their own risk and understands that Data Centrum shall not be liable for any indirect, consequential, or incidental damages resulting from participation or technical disruption.

This agreement is open-ended but may be terminated by either party at any time. Participants wishing to withdraw from the Panel may do so by submitting an unsubscribe request to info@datacentrum.al. Upon deactivation, the user's profile and associated data will be securely deleted, subject to retention obligations under applicable legal or tax frameworks.

In the event of any dispute or disagreement arising from the interpretation or performance of this Agreement, the parties shall first seek resolution through amicable means. Failing that, the matter shall fall within the exclusive jurisdiction of the competent courts in Tirana and be adjudicated in accordance with the laws of the Republic of Albania.

The content of this agreement may be amended from time to time in response to legislative changes or operational needs. Participants will be informed of any material amendments in a timely and transparent manner, and continued participation shall constitute acceptance of the revised terms.

For any inquiries, legal questions, or data protection matters, participants are encouraged to contact Data Centrum Ltd. via email at info@datacentrum.al. The safeguarding of your rights and the confidentiality of your data remains our highest priority.