

SECURITY & DATA PROTECTION

at Schlesinger Group



SCHLESINGER
GROUP





Security and data protection are vital for any market research undertaking, and advanced protection is a top priority at Schlesinger Group. Our internal control system has been developed for the highest security of client and participant data during all stages of your study and our on-going partnership.

Banks and financial institutions, healthcare companies, consumer packaged goods companies, and research agencies representing them are among clients who trust us to meet their research needs, while guaranteeing their individual high specifications for security. This may be to ensure their particular customer privacy, conduct, or legal obligations are met, or it may be to protect their highly sensitive product development activity. Whatever the motivation, in order to be selected to partner with such companies, Schlesinger Group meets high-specification client briefs and undergoes stringent audits, including spot checks at any time.

Secure Teams



Appointed Officers

The role of our **US Privacy Officer** is to support employee inquiries, to handle any respondent complaints of non-compliance and to coordinate with US federal, state and international organizations regarding the implementation of and updates to our policy. **In Europe**, the appointment of a **Data Privacy Officer** for Europe overseeing Data Privacy Officers in each country that we are located supports clients and our staff in meeting GDPR responsibilities. See our [Guide to How Schlesinger Group has Prepared for GDPR](#).

Our **Quality Assurance Director** is dedicated to compliance, training and managing client audits of custom agreements.



Trained Staff

In every service of our business and at every level, staff are trained and monitored to ensure they understand and adhere to our security directives. Our Schlesinger Group online learning management system tracks and tests online training programs. From welcoming clients who wish to remain anonymous at focus groups, to contacting client customers, to storing and transmitting data, to implementing client custom security agreements, our employees follow strict rules of conduct throughout the lifecycle of data, products and relationships to protect the security interests of all stakeholders.



Compliance Team

To oversee our commitment to security commitment, seven senior leaders have compliance leadership specifically and significantly built into their roles and objectives, and collaborate to deliver a company-wide compliance program.

IT STARTS AT THE TOP



Steve Schlesinger, CEO

Steve leads a robust compliance program across our Group. This strategy ensures the company invests in roles and talent critical to quality and compliance. He also ensures investment across the entire group in consistent technology systems and processes which enhance our aptitude for reliable controls. In addition, he comments, “Creating a culture of compliance and maintaining an open line into the business and management activity is key to understanding risks, needs and successes in real time”.

LEGAL & LOBBYING



Howard Schlesinger - EVP & General Counsel

As Legal Counsel, Howard stays close to laws that impact data collection, such as US data protection law, The Sunshine Act, US Privacy Shield, and GDPR. He guides our teams and clients through the implications and practicalities in the US and countries where we conduct research. He also gets involved with US working groups that lobby government bodies around new laws for the interests of market researchers.

OPERATIONS & PANEL



Jade Landfried - EVP, Chief Operating Officer

Jade oversees our technology solutions and panels, and holds operational responsibility for qualitative and quantitative project management and survey programming to deliver high quality data and research experiences. He devises and implements technology and security policies which comply with legal and industry guidelines, in addition to meeting individual client security policies. He leads a large team of front-line directors and managers who hold the daily responsibility of driving compliance.

QUALITY ASSURANCE



Lori Young - Director, Quality Assurance

Developing an understanding of the ways in which operations and compliance intertwine requires a dedicated responsibility. Lori’s role highlights our commitment to data collection services which stand up to scrutiny at all phases of the process. Lori develops standard operating procedures and comprehensive training programs which include client special directives and audits. Our people are continually trained, tested and monitored to ensure they understand and adhere to all directives.

TECHNOLOGY, SECURITY & DATA PROTECTION



Randy Siegel - VP, Global Technology

Randy manages our IT infrastructure and security. This includes server hardware and software; patching, virus scanning, logins and other control measures. The secure management of client files is an important element of his role to ensure data security. Our internal control system has been developed for the advanced protection of client and participant data and Randy collaborates closely with Lori to ensure our practices and performance are optimized and aligned with our SOPs and client agreements.

GENERAL DATA PROTECTION REGULATION



Christian Holdt - Director, Operations, Europe

Christian has a special responsibility for GDPR compliance and has developed a strategy to ensure both Schlesinger and our clients are compliant with this new law coming into force in May. He has implemented processes ensure compliance and provides guidance to our clients on the impact of GDPR for their research in Europe, including its extraterritorial effect. He has trained Data Protection Officers in each of our European locations to ensure compliance at the front line and to support understanding of variances in the law for each country.

PARTNERSHIP COMPLIANCE



Samantha Price - VP, Global Business Partnerships

Each of our global partners are expected to understand that by doing business with Schlesinger Group, they accept our strict standards that support adherence to the laws, regulations and industry codes that govern how we conduct data collection. Sam ensures this is reflected in our partner selections, our agreements and our processes and that quality and compliance are closely controlled through project-by-project performance and data monitoring.

The role of our Compliance Team does not detract from the fact that decisions and actions that add up to compliance happen all over our company, every hour of every day. Compliance cannot be completely compartmentalized, and collaboration with all our leaders is pivotal to our success as we seek to drive this into the consciousness of every Schlesinger Group employee at every level.

Custom Security Agreements

Across the broad range of client markets in which we operate, we understand that different clients may have company-specific security needs. Clients with very particular requirements are allocated a dedicated Account Manager responsible for implementing and overseeing adherence to security measures that have been agreed upon. The Account Manager works with our client to identify on-going opportunities to enhance protection of their data in our rapidly-evolving digital environment.



Secure Technology

We make significant investment in technology to enhance capabilities, efficiencies and most importantly, our security. Examples of technology solutions in place for data security include:

- Secure FTP site (SFTP) for transfer of files from client to Schlesinger Group
- Ability to encrypt files when transferred from client to Schlesinger Group
- Secure, closed corporate VPN network
- Corporate network is secured by Cisco ASA devices, intrusion prevention system, and IronPort proxy server
- Anti-virus protection is provided at the gateway
- Documents at rest are automatically encrypted by our file system
- The colocation site we use issues a yearly certified SOC II report.

Secure Processes

- We work to ISO 27001 IT security standards
- Security codes of conduct form part of employment contracts and handbooks
The disciplinary consequences for failure to adhere to these codes are clearly communicated
- Classification of data sensitivity and “need to know” principles with accompanying matrix to ensure appropriate treatment of data according to sensitivity
- Physical and data destruction follow industry standards and US Department of Defense requirements
- Strict operating guidelines for receipt and secure storage of client products
- Recruitment phone room call monitoring for quality and security compliance purposes
- Highly restricted administration access to systems
- Strong password mechanism for employee login
- Secure back-up of collected data: Full nightly back-up, quarterly transfers to a data vault
- Formal business continuity plan and disaster recovery processes
- Desktop lockout after 10 minutes of inactivity
- Restriction on employee access to third party email sites helping to prevent employees from emailing client data to personal email for convenience
- Storage of client data on desktops or mobile devices is prohibited

Association Membership Codes of Conduct

Schlesinger Group or its companies are members of the following industry associations. Our employees adhere to their relative codes of conduct and quality commitments:



Secure Panel & Survey Management

Our panel management team is dedicated to a quality panel on which our clients can rely and on which our members' rights are protected.

Some of our security systems for a reliable panel include:

- Manual validation of identity before being released into validated pool for project sample
- Photo ID for all in-person qualitative studies
- Matching to NPI and AMA database to validate healthcare professionals in the US and matching to the appropriate physician databases for each country in Europe
- Manual validations of US Healthcare Professionals using HIPAA Space and HealthGrades
- Regular validation of participant access rights to the systems (operating and applications)
- Log analyses and tracking for unauthorized access or access attempts
- Compliance with personal data processing and deletion procedures
- Use of only encrypted protocols (SSL or similar), internal and external authentication and IP address restrictions
- Our Schlesinger Group Quality Scoring system, to evaluate at a panelist holistically and use the following factors to determine their level of quality as they cycle through their lifetime in our panel: speeding, straight-lining, failed quality checks, inconsistent data in profiles, participation history, tenure

Reducing the risk of fraudulent behavior at the time of registration and throughout panelist membership. We apply systems such as:

- Use of CAPTCHA to prevent automatic, bot registrations
- Duplicate detection via unique combination of email and other demographic variables
- IP address identification to confirm a respondent's country
- Proxy Server Detection to identify a panelist's geographic location

Reducing the risk of fraudulent and sub-optimal behaviors at the survey level:

- System controls, including digital finger printing technology are in place to mitigate the risk of duplicate panelists
- Survey behavior is monitored for every survey respondent who display speeding, straight-lining and other sub-optimal behavior are evaluated within context and, if appropriate, removed from the survey and our panel - See our guide to **Adopting a Multi-Tier Approach to Data Quality in Online Surveys**
- Protection of personal data of our panel members and research participants, and also that of our clients Schlesinger Group has developed transparent easy to understand privacy policies
- Visit [SchlesingerGroup.com](https://www.SchlesingerGroup.com) to view our [Privacy Statement](#) and [Privacy Policies](#)



SCHLESINGER
GROUP

Further Information

For further information regarding our security systems and how we can support your individual security needs throughout your research, contact:

Jade Landfried, Chief Operating Officer

+1 (732) 906-1122

Jade.Landfried@SchlesingerGroup.com

SchlesingerGroup.com