

INFORMATION SECURITY POLICY

The Management of **ANÁLISIS E INVESTIGACIÓN, S.L.** establishes the following principles and commitments of its Information Security Policy in order to ensure the integrity, confidentiality, and availability of the information handled in each and every one of its activities, to provide its market, social, and opinion research services.

ANÁLISIS E INVESTIGACIÓN, S.L. aligns its technical, productive, financial, and human means and resources within a unified and competitive decision-making structure, in accordance with the following objectives:

- To create sustainable value propositions for all interested parties that meet their needs in the field of information security and personal data protection, and that strengthen their loyalty as an essential premise for the continuity of our activity.
- To establish information security objectives aimed at continuous improvement, effective and coherent management of information security risks, and guaranteeing the integrity, confidentiality, and availability of the information managed in the context of our market, social, and opinion research services, including information containing personal data.
- To generate and promote internal communication channels that ensure the participation, satisfaction, and ongoing training of employees, who are ultimately the key agents in the continuous improvement of Análisis e Investigación.
- To train and raise awareness among staff and ensure compliance with the implemented information security and personal data protection policies and best practices, which are continuously adapted to technological and social changes in the use of information and communication technologies.
- To guarantee the appropriate security of information and compliance with legal requirements regarding data protection applicable to Análisis e Investigación when acting as a data processor, and to cooperate with the data controller to offer the highest guarantees in the processing of personal data.
- To promote a corporate culture based on information security and the proper protection of personal data.
- To implement integrated management procedures with the aim of ensuring compliance with applicable legislation and other requirements relevant to the information security management system, such as data protection laws.
- To establish strategic partnerships with our suppliers to create mutual business intentions of continuous improvement in information security and data protection that generate added value for both parties.
- Compliance with the Information Security Policy is everyone's responsibility.

In Madrid, on December 1, 2021.



Fdo.La Dirección.