

## **VOICE OF CUSTOMER Privacy Statement**

Your privacy matters to us so please take a moment to familiarise yourself with this Privacy Statement and contact us if you have any questions or queries. This Privacy Statement complements the Global Privacy Notice - Motorist, Loyalty customer, Shell App user and available at [Shell Privacy Notice](#) depending upon your location

### **What does this Privacy Statement cover?**

This Privacy Statement provides information about personal data which are collected and processed in the context of the Voice of Customer online survey (“Voice of Customer”).

When conducting the survey, Shell International Petroleum Company Limited or its affiliates (“the Shell Group”) may collect and process information that is necessary for the completion and evaluation of the Voice of Customer feedback.

The Voice of Customer survey is conducted by Service Management Group on behalf and under the instructions of the Shell Group. Should you wish to obtain more information about Service Management Group’s terms of processing, please visit [SMG Privacy Policy](#)

### **What data do we process?**

- Depending on the nature of the Voice of Customer Survey, Shell may process some or all of the following types of data:
- Contact details including name, email address, telephone numbers, LoyaltyID and language preferences.
- IP address and domain, Internet browser and operating system (operating system settings)
- Opinion on the quality of Shell retail sites, products and services that are part of the Voice of Customer responses and feedback.

### **Purposes for processing the data collected**

In the context of the Voice of Customer, personal data is processed for the purposes of:

- Contacting the survey respondents;
- Assessment of the responses;
- Improvement of Shell facilities, product and services as a result of Shell Survey responses; and
- Where incentivised responses are requested, the awarding of those incentives.

We will not use your personal data for marketing purposes unless you have separately consented for such marketing communication from Shell. For more information please refer to the Global Privacy Notice - Motorist, Loyalty customer, Shell App user and available at [https://www.shell.com/privacy/b2c\\_notice.html](https://www.shell.com/privacy/b2c_notice.html), depending on your location.

### **Who can I contact for more information?**

You can contact your Customer Service Centre, for more details please refer to <https://www.shell.com/about-us/contact-us.html>, depending on your location.