



NIQ Founders Pitch Slam Privacy Notice

January 29, 2026

The NIQ Founders Pitch Slam will recognize and award innovative and transformative emerging CPG Brands and challenge emerging CPG founders and brands to pitch their brand promise to CPG industry leaders. Winners will be awarded in-cash prizes and in-kind services by NIQ.

This Privacy Notice describes how NIQ (“we” or “us”) handles the personal data we collect and the rights you may have over this information. We collect data through our online and offline interactions with you as an applicant, judge, or sponsor of the NIQ Founders Pitch Slam. Click [here](#) to identify and learn more about the data controller for the country in which you reside. These companies together form the NIQ Group. This Notice does not apply to any other product or service owned by NIQ or any other third party with which you may interact.

NOTICE AT COLLECTION OF PERSONAL DATA

Personal Data Categories, Processing Purposes, Legal Bases, and Storage Periods

This Notice at Collection provides some key information about our privacy practices: the categories of data we collect; how we obtain, share, and maintain personal data; and how you can instruct NIQ to stop sharing your data.

Data Collection. To facilitate the competition and to promote NIQ’s products and services (including marketing, publicity, promotional, and other related business activities), we may collect the following personal data directly from you.

- For competition participants, judges, and sponsors, we may collect your name, job title, and professional or employment-related information (such as your company’s name, email address, phone number and physical address). We also may collect audio and video recordings, photographs, testimonials, and other personal likenesses from you.
- For competition judges and sponsors, we may also collect your professional profile information.

Legal Basis for Processing. We process your personal data as described in this Privacy Notice based on your voluntary consent to participate in the competition and to share your information. At any time, you can refuse to give your consent or withdraw your consent.

Future Opportunities and Promotional Activities. With your consent, we may ask you to participate in voluntary promotional activities. NIQ may use your name, photograph, likeness, voice and/or competition entry materials, pitch presentations and other related materials in publicity or advertising relating to the competition or our business without compensation or approval as to content (except where prohibited by law).

- By agreeing to participate, your information may be used on websites, online programs, digital content, television, radio, internet, social media, wireless, podcasts, sound recording, publishing, and printed presentations, unless you opt out or withdraw your consent.
- We may also use your personal data and participation information to present you with networking or employment opportunities.
- Otherwise, we do not “sell” or “share” your personal data, as those terms are defined in applicable law.

Data Disclosures. We may disclose your personal data (in accordance with applicable law) to the following categories of recipients:

- Competition Administrators, Participants, Judges, and Sponsors, to facilitate the competition.
- Our Corporate Affiliates, within the NIQ Group, as needed for shared services throughout our global operations. Within the NIQ Group, only employees and departments that need to process your personal data are granted access to it. The companies of the NIQ Group are either independent controllers, joint controllers, or processors, depending on the processing activity.

- Our Service Providers that provide business, professional, or technical support services to us, help us operate our business and the competition, or administer activities on our behalf. We require our service providers to only use personal data in connection with providing services to NIQ.
- Social Media Providers such as LinkedIn, Instagram, X, Facebook, YouTube, or Yammer.
- Governmental, Regulatory, and Public Authorities to comply with legal or regulatory obligations or requests.
- Relevant Third Parties as Part of a Corporate Transaction. In the event of a reorganization, merger, sale, joint venture, assignment, transfer, or other disposition of all or any portion of our business, assets, or stock (including in connection with a bankruptcy or similar proceeding), we may disclose or transfer your personal data to certain third parties, such as the acquiring entity and its advisers.
- Other Third Parties. We will disclose your personal data to other third parties at your direction or with your consent. Additionally, we will disclose your personal data as necessary or appropriate to: (a) comply with applicable law; (b) enforce our terms and conditions; (c) protect our operations; (d) protect our rights, privacy, safety, or property, and/or those of you or others; and (e) allow us to pursue available remedies or limit damages that we may sustain.

When we disclose personal data, we take contractual, technical, and organizational measures that are designed to limit the recipients' use to specific purposes that are consistent with this Privacy Notice and in accordance with applicable law.

We may deidentify, anonymize, or aggregate personal data such that there is no reasonable possibility of re-identifying you from the data used. Such deidentified data will no longer be considered personal data and no longer governed by this Privacy Notice. Once deidentified, we do not attempt to reidentify the data and ensure it will not be reidentified by implementing strict technical and organizational measures and contractual measures to ensure third parties adhere to the same non-reidentification commitments.

Data Retention. We store your personal data until you either opt out or withdraw your consent or otherwise instruct us to stop processing it. We will otherwise retain your personal data for as long as reasonably necessary to fulfil the purposes described in this Privacy Notice, or to comply with our legal obligations, resolve disputes, and enforce our agreements. Our data retention periods reflect several factors, including our relationship with individuals, the nature and sensitivity of personal data, and what is reasonably necessary and proportionate to provide and improve our competition and our business.

Automated Decision Making, Profiling, and Artificial Intelligence. We may use automated processes throughout our competition. To the extent that these activities constitute automated decision making or profiling, we take steps to do so in a fair, ethical, and non-discriminatory manner, with human intervention throughout our data processing. We do not solely rely on automated processing that produces a legal or similar significant effect, such as a decision to offer or decline your request for employment.

- Our automated processes may include the use of aggregated personal data to train our [artificial intelligence \(AI\) systems](#) and large language models (LLMs). NIQ maintains a steadfast commitment to the responsible, ethical, and secure application of AI and machine learning to enhance and evolve our programs and processes. This includes the integration of generative AI capabilities. Our deployment and use of AI is subject to applicable law and [NIQ's AI Safety Policies and Guiding Principles](#).

Data Transfers. Due to the international nature of our business and our competition, it may be necessary for us to transfer your personal data to other companies within the NIQ Group or to third parties outside the jurisdiction in which you reside, including the United States and India. The data protection laws of other countries may differ from those in your home country. When we transfer your personal data, we ensure it is protected by adequate safeguards recognized by your jurisdiction and supplementary measures, as necessary, including the use of appropriate transfer mechanisms in compliance with applicable law.

Privacy Rights and Choices. In accordance with applicable law (and subject to certain exceptions), you may have rights granted to you by your local data protection legislation, including the right to:

- Access (including in a portable format), rectify, or delete your personal data
- Object to or restrict our data processing activities
- Use an authorized agent
- File an appeal or complaint in the event of suspected infringement of applicable data protection laws
- Opt out or withdraw consent, at any time where we rely on consent as the legal basis, with effect for the future.

We empower and support the exercise of your privacy rights. At any time, you may request or assert any of the rights listed above by using the contact methods listed below. Be sure to include sufficient information to identify yourself, the competition name and date, and your related request details. NIQ may ask additional information to verify your identity. We may decline a request (other than an opt-out request) if we are unable to confirm your identity (or an agent's authority to make the request) or confirm the personal data we maintain relates to you.

We will work to respond within applicable legal deadlines and let you know if we need additional time. If you believe there has been a violation of your privacy rights, please contact us or the supervisory authority. We will not discriminate against you if you decide to exercise your privacy rights.

Data Security. We maintain a comprehensive information security program with administrative, physical, and technical safeguards to maintain the confidentiality, integrity, and accessibility of your information. However, as no transmission of information over the internet is absolutely secure, we cannot guarantee the safety of your information.

Updates to this Privacy Notice. We may make changes to this Privacy Notice from time to time. The date at the top of this document shows when this Privacy Notice was last revised. If we were to make any material changes, we will provide appropriate notice to you and update the date.

How to Contact Us. If you have any questions or concerns about this Privacy Notice, our privacy practices and the protection of your personal data, or the privacy rights and choices available to you, you may contact us in the following ways:

Privacy Rights Webform	Your Privacy Rights
Email	connect.privacy@NIQ.com
Data Controller	Nielsen Consumer LLC, or as otherwise identified from our NIQ Group
US Postal Mail	NielsenIQ, 200 W Jackson Blvd, Chicago, IL 60606, USA, Attn: Legal Dept.
EU Postal Mail	NielsenIQ, 3-5 Sophie-Germain-Str, Nuremberg 90443, Germany, Attn: Legal Dept.
Data Protection Officer	HewardMills Ltd., 77 Farringdon Road, London, EC1M 3JU, United Kingdom Attn: NielsenIQ niq@hewardmills.com