

SINGLE PROJECT AGREEMENT: WORLDPANEL ("AGREEMENT")

DATE OF THIS AGREEMENT: 26.09.23

- (1) KANTAR UK LIMITED (Worldpanel Division) (Company Number 3073845), whose registered office is at Tns House, Westgate, London, W5 1UA ("Kantar")
- (2) COMPETITION AND MARKETS AUTHORITY, a non-ministerial department of the United Kingdom Government, whose address is at The Cabot 25 Cabot Square London E14 4QZ ("Client")

Each a "Party" and together the "Parties".

IT IS AGREED THAT:

1.1 [REDACTED]

1.2 [REDACTED]

2.1 [REDACTED]

2.2 [REDACTED]

2.3 [REDACTED]

2.4 [REDACTED]

[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]
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[Redacted]	[Redacted]
[Redacted]	[Redacted]
[Redacted]	[Redacted]

8.1 [Redacted]

[Redacted]

9.1 [Redacted]
9.2 [Redacted]

Signed on behalf of
COMPETITION AND MARKETS AUTHORITY

Signed on behalf of
KANTAR UK LIMITED

[Redacted]

[Redacted]

[Redacted]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

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[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED] <https://www.kantar.com/client-data-protection-agreement>

[REDACTED]

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[REDACTED]

5.2 and 5.3 of Schedule 1 (General Terms).
If the Client intends to make any Public Statement that contains or is based on any part of the Syndicated Services, the Client must obtain Kantar's prior written consent. For this purpose, the Client shall:
provide Kantar with a copy of the intended Public Statement, along with a summary of all findings, analysis and claims that the Client is making in the intended Public Statement based on the Syndicated Services and of the scientific and technical process used to reach those findings and claims, sufficiently in advance from the intended date of publication to enable Kantar to review the intended Public Statement (in any case, with at least 5 (five) Working Days in advance);

[REDACTED]

[REDACTED]

[REDACTED] incorporate in the intended Public Statement any reasonably proposed amendments by Kantar in respect of (i) any findings, analysis or claims that Kantar reasonably believes are misrepresenting, misleading, distorting or exaggerating the Syndicated Services ([REDACTED]); (ii) the contents of the intended Public Statement could in Kantar's reasonable opinion be detrimental to Kantar's business and/or reputation; and/or (iii) the intended Public Statement does not comply with the restrictions set below in paragraphs (d) to (e). [REDACTED]

[REDACTED] in the intended Public Statement

[REDACTED] be entitled to include limited extracts of the Syndicated Services ([REDACTED])

[REDACTED] strictly for the

[REDACTED] purpose of the Client supporting its findings, analysis or claims [REDACTED]

[REDACTED] not name any manufacturers, retailers, distributors, brands or products or enable in any way a manufacturer, retailer, distributor, brand or product to be identified through the Public Statement; [REDACTED]

[REDACTED] make clear reference to the time period(s) that its findings or claims pertain to. [REDACTED]

[REDACTED] make clear and full category descriptions in relation to what is included and not included in any findings, analysis or claims; [REDACTED]

[REDACTED] not enable nor provide any information that could disclose Kantar's weighting process; and [REDACTED]

[REDACTED] not include any information that could directly or indirectly enable an individual or household to be identified. [REDACTED]

[REDACTED] implement and follow any other specific guidelines issued by Kantar to Client, including on any Proposal presented by Kantar to Client [REDACTED]

[REDACTED] include a

[REDACTED], while referencing Kantar solely as the source of the data from the Syndicated Services with a