



User Experience Research Privacy Policy

WeTransfer has its own research team. This team conducts research for two main reasons:

- to ensure we understand who our users are, and how they work. We strive to understand what roles the WeTransfer brand and products play in the life of our users;
- to improve our products. We strive to understand how users experience Paper, Paste, Portals, Collect, or WeTransfer.com, and what could be improved, and this informs their future direction.

With the insights we gather from this research we're able to ensure that our users are well-represented within the product development cycle. We do this research in various ways: from setting up informal chats in video calls to sending out surveys. Find below an overview of the research methods we use in our work and what you need to know about each of them.

For privacy-related questions that are not answered on this page, please reach out to our Data Protection Officer via dpo@wetransfer.com.

Surveys

We could ask you to fill out a questionnaire as a means to gather data from many people at once. We consolidate the extracted data into research insights or data visualizations (graphs, pie charts, or tables). We could use individual answers as quotes in our research reports, but these will always be anonymized.

One-on-one interviews or tests

We can invite you for a chat (this could be a one-on-one or group interview), either online or offline. In these chats, we ask you to answer questions, do assignments, provide comments and opinions on our ideas, which could be early-stage concepts or live products.

Right before or after these chats, we ask you to sign our consent form. We provide this consent form in our survey tool Typeform. You always have the right to disagree by selecting 'I do not agree' and providing your full name.

If you agree with our consent form (i.e. selecting 'I agree' and providing your full name), you agree with us recording the video call, being able to use the recorded video and audio as well as anonymized transcripts only internally and solely in connection with the Research.

More specifically, when you sign our consent form, you agree with the following:

- We conduct these video calls with SaaS provider UserZoom Go. In case we cannot use this tool, we use Google Meet.
- In video calls, we may ask you to share your screen. Contents of your desktop and Paper, Paste, Portals, Collect, or WeTransfer.com usage may be viewable on this video recording. The session will be recorded using our SaaS provider UserZoom GO.
- We will not use recordings with you in them for anything but research, and your name and image will not be used for any other purposes.
- We may use a third-party tool to transcribe the recording, in order to facilitate the research. Any such transcripts will be anonymized and any personally identifying information will be removed.
- We may look at your individual use of the Paper, Paste, Portals, Collect, or WeTransfer.com product, by using analytics. The WeTransfer research team may collect high-level data points, such as how often the product is being used, which features are being used, what type of content is used or shared (e.g., IMG, JPEG, links, .psd), so that they may better understand how the product is being used.

Unmoderated user tests

We often set up small unmoderated user tests using our SaaS provider UserZoom Go. Participants of these tests see prototypes or screens or pages of our products and are asked to answer pre-populated questions while they go through single or multiple screens or pages. Who gets selected for these tests is handled by SaaS provider UserZoom Go.

Privacy rights

Please note that you have certain exercisable rights, such as:

- The right to withdraw your consent;
- The right to access;
- The right to correct data;
- The right to erase data (to the extent possible); and
- The right to file a complaint with the supervisory authority or our DPO.

You can exercise these rights by:

1. sending an email to uxresearch@wetransfer.com;
2. stating that you have participated in one or more research projects;
3. stating which right you'd like to exercise.

We would appreciate it if you could also send us the name(s) of the projects and/or the date(s) on which it took place.

Other relevant information, such as WeTransfer partners, security practices, and additional privacy measures

You can find out more information about WeTransfer's security practices, partners, and privacy measures we take as a company via our [company privacy statement](#).