

# Privacy Notice and Prize Draw Terms

**The Future of Sexual Wellness 2026**

Last updated: January 21st 2026

# Privacy Notice

## 1. Who we are

### Survey organiser and main contact (Data Controller):

Zandora ApS  
Hadsundvej 165  
9000 Aalborg  
Denmark

Email: info@zandora.net

### Partners involved in the initiative:

Orion, pjur, Lovehoney, Little Leaf Agency, Modality (together with Zandora, the “Partners”).

Where this notice says “we”, it refers to Zandora as the organiser of the survey unless stated otherwise.

## 2. Survey dates

Below are the key dates for the survey and the prize draw so you know when the survey runs, when it closes, and when winners are selected:

- **Pre-test:** Week 6, 2026 (2 February to 8 February 2026)
- **Main survey period:** 16 February 2026 to 6 April 2026
- **Prize draw winners selected:** mid April 2026

## 3. What we collect

The survey is designed to be anonymous. We do not ask for identifying information in the survey itself. Please also refrain from including identifying details in any open text fields, for example names, contact details, social media handles, or other information that could identify you.

At the end of the survey, you may optionally provide your email address for one or more of the following purposes:

1. Prize draw entry
2. Newsletter sign-ups (partner-by-partner)
3. Product tester sign-up

If you do not want to share your email, you can still complete the survey.

## 4. How we use your information and our legal basis

We process data for a small number of clear purposes. For each purpose below, we explain what we use the data for, what data is involved, and the legal basis we rely on.

### A. Survey responses

**Purpose:** Analyse and report aggregated insights about sexual wellness.

**Personal data:** Your survey answers (not intended to identify you).

**Legal basis:** Legitimate interests, namely running the survey and producing aggregated insights.

### B. Prize draw email address

**Purpose:** Administer the prize draw and contact winners.

**Personal data:** Email address.

**Legal basis:** Your explicit consent (you choose to opt in).

### C. Newsletter sign-ups, partner-by-partner

**Purpose:** Send newsletters and updates from the partners you explicitly select.

**Personal data:** Email address and your opt-in selections.

**Legal basis:** Your explicit consent (you choose to opt in).

All newsletter options are opt-in. No boxes are pre-selected.

### D. Product tester sign-up

**Purpose:** Contact you about potential product testing opportunities connected to this initiative, including onboarding and practical coordination if you choose to participate.

**Personal data:** Email address (and any additional information you may later choose to provide during the product tester onboarding process).

**Legal basis:** Your explicit consent (you choose to opt in).

Product tester sign-up is optional and separate from the prize draw and newsletters.

## 5. How the email options work

At the end of the survey, you will see separate optional choices. You can select none, one, or several, and each choice is independent of the others.

- **Prize draw entry:** Provide your email to enter the draw.

- **Newsletters:** Choose which partner newsletters you want to receive.
- **Product tester sign-up:** Provide your email if you want to be contacted about product testing.

Choosing one option is not required to use the others.

## 6. Storage separation

If you provide an email address, it is stored separately from survey responses and is not linked back to your answers.

## 7. Who we share data with

We share survey results only in ways that do not identify you. If you choose to provide an email address at the end of the survey, we handle and share it only as described below.

We may share:

- **Aggregated, non-identifying survey results** with partners and in public reporting.

We handle emails as follows:

- **Prize draw emails:** Not shared with partners. Handled solely by Zandora.
- **Newsletter subscription emails:** Once the prize draw has been concluded and prizes have been shipped to winners, we will share each partner's own list of subscribing emails with that partner only, meaning only the people who selected that partner. We will not share a combined master list across all partners. After this transfer, the newsletter subscription emails will be deleted from Zandora's systems.
- **Product tester emails:** Not shared with partners unless you later explicitly agree as part of a specific tester process. By default, product tester sign-ups are handled by Zandora.

**Service providers:** We may use service providers to help operate the landing page, the survey flow, and secure data storage. They are required to protect your data and only process it on our instructions.

**Partners as separate controllers for newsletters:** When a partner receives its subscriber list, that partner becomes responsible for processing those emails for newsletter purposes under its own privacy policy, including handling unsubscribes.

## 8. Where data is stored and processed

Survey responses (which are designed to be anonymous) are stored within Google Forms. Email addresses collected for the prize draw, newsletter sign-ups, and product tester sign-up are stored on our server in Frankfurt, Germany. Access is limited to the people working directly on the survey.

## 9. How long we keep data

We keep different types of data for different lengths of time. The retention periods below are designed to support analysis and reporting, while keeping personal data only for as long as needed for the purposes you opted into.

- **Survey responses:** The survey is designed to be anonymous. We do not ask for identifying information in the survey itself. Please also refrain from including identifying details in any open text fields, for example names, contact details, social media handles, or other information that could identify you. We retain survey responses for as long as needed to analyse results and publish reporting. We may also retain the dataset long-term for research and benchmarking.
- **Prize draw emails:** Kept until the draw is completed, winners have been contacted, and prizes have been shipped, then deleted within 90 days, unless we need to retain a minimal record to meet legal obligations.
- **Newsletter subscription emails:** Kept by Zandora only until the prize draw is concluded and prizes shipped, then shared partner-by-partner with the relevant partner and then deleted from Zandora's systems within 90 days.
- **Product tester sign-up emails:** If you sign up as a product tester, we keep your email for as long as your tester account is active. If you no longer want to be part of the product tester program, you can delete your account, and we will delete your tester account data in accordance with the product tester program terms.

## 10. Your rights

Depending on your location, you may have rights to access, correct, delete, or restrict processing of your personal data, and to object in some cases.

### Withdrawing consent:

- **Prize draw:** You can withdraw by emailing [info@zandora.net](mailto:info@zandora.net) before winners are selected.
- **Newsletters:** You can unsubscribe at any time via the unsubscribe link in each partner newsletter.
- **Product tester sign-up:** You can withdraw at any time by deleting your product tester account.

## 11. Complaints

If you are in the EU/EEA, you have the right to lodge a complaint with your local data protection authority. In Denmark, this is Datatilsynet.

## 12. Security

We use appropriate technical and organizational measures to protect data and limit access to the people working directly on the survey.

# Prize Draw Terms

## 1. Organizer

The prize draw is organized and administered by Zandora. If you have questions about the draw, you can contact us using the details below.

Zandora ApS

Hadsundvej 165

9000 Aalborg

Denmark

Email: [info@zandora.net](mailto:info@zandora.net)

## 2. Eligibility

These rules explain who can participate in the prize draw and who cannot. If anything is unclear, please contact us before entering.

- Open to adults aged 18+
- Available to participants who complete the survey and enter the prize draw during the survey period
- Not open to employees, contractors, officers, or representatives of Zandora or any of the partners involved in the initiative, or anyone professionally connected to the prize draw.
- Not open to immediate family members (spouse, partner, parent, child, sibling) or members of the same household of any of the people listed above.

## 3. How to enter

Complete the survey and enter your email address in the prize draw field at the end. No purchase is required. Only one entry per person is allowed.

## 4. Timeline and winner selection

Below is the expected timeline for the prize draw, including when the survey closes, when winners are selected, and how winners are contacted.

- Survey runs: 16 February 2026 to 6 April 2026
- We will select 3 winners at random from eligible entries.

- Winners will be selected in mid April 2026 and contacted by email no later than mid April 2026.
- If a winner does not respond within 7 days, we may select a replacement winner.

## 5. Prizes

The prizes and any shipping limitations will be described here. We will also include approximate total prize value where relevant.

[Describe prizes and approximate total value, whether shipping is included, and any shipping limitations.]

## 6. Prize draw privacy

Prize draw emails are used only to administer the draw and contact winners. They are stored separately from survey responses and are not shared with partners.

## 7. General

These standard rules help keep the prize draw fair and practical to administer, and they describe what happens if issues occur.

- We may disqualify entries that appear fraudulent, automated, or in breach of these rules.
- We may cancel, suspend, or amend the prize draw if necessary due to circumstances beyond our control.
- Prizes are non-transferable and cannot be exchanged for cash, unless required by law. [optional]
- Governing law and venue: Denmark.