

## **Privacy Policy – LISTS AND SURVEYS**

Vision Critical understands the importance of protecting an individual's privacy. We adhere to the Code of Professional Behaviour of the Market and Social Research Society of Australia (AMSRS) and the Market and Social Research Privacy Principles. This code is designed to protect individual privacy while enabling legitimate social and market research practice with a view to the latest Australian Privacy Principles implemented in March 2014.

Should you wish to check the bona fides of any market research survey or project, AMSRS can be contacted on its free Survey Line on 1300 364 830. The AMSRS website, <https://www.amsrs.com.au/>, provides information on the AMSRS Code of Professional Behaviour and the Market and Social Research Privacy Principles.

### **Why we collect personal information**

Personal information is collected and held for market and social research purposes only. Only information relevant to the project is collected. All research results are aggregated and individual information not disclosed to other parties who are not involved in the research project unless with the explicit approval of those individual participants. Vision Critical does not disclose personal data to overseas recipients except under those terms that apply under the code of the Market and Social Research Society of Australia.

### **What personal information we collect**

The type of personal information we collect depends on the nature of the research being undertaken. Generally, information for research purposes includes:

- Demographic, eg name, age, gender, occupation, income
- Geographic, eg address, postcode, state or territory, city
- Behavioural, eg what people do, what people purchase, what people use
- Needs, eg what people want or need in terms of products and services
- Attitudes, feelings and opinions

All participation in market research is voluntary. We respect the right of people to withhold information or not to participate in research on the basis of privacy or perceived sensitivity.

### **How we collect personal information**

We collect personal information from individuals who wish to participate in research undertaken by Vision Critical. The information may be collected for focus groups or in-depth interviews, telephone surveys, face to face surveys, surveys on the internet or other forms of research. All information is provided voluntarily and sometimes individuals are paid to participate in research (for example, for focus groups or in-depth interviews).

We sometimes obtain personal information about people from publicly available sources such as the telephone directory and sometimes from our clients who hold information about people they would like us to conduct research with (for example customers or clients). We conduct research for parties on the basis that they adhere to the Australian Privacy Principles, which commenced 12 March 2014. For some research projects we are provided with information about people by a third party, for example, recruiters or list providers which have opt-in databases for research participation.

For the duration of a research project and six months after completion, Vision Critical may hold lists of names and contact details of respondents so that necessary follow up and quality control is possible.

## **If client lists are involved**

The purpose of these lists is to recruit in depths or focus groups for the project or conduct surveys – details contained in these lists will not be used for any other purpose.

In accepting these lists, we do this on the basis that all customer information was originally collected in a manner consistent with current Australian Privacy Principles. In particular, all listed customers were provided with the opportunity to indicate that they did not wish to be contacted for research purposes, and that those who so indicated were excluded from these lists.

If any customers that we contact from these lists indicate that they do not wish to be contacted for any future client research studies, we will let you know their details so that they can be excluded from any future research lists.

At the end of this study, we will destroy all copies of these customer lists. Our standard process is to destroy customer lists after 6 months.

We ensure personal information is stored securely and not misused or disclosed in any unauthorised way. All sensitive personal information held by Vision Critical held is in electronic form, is password protected and can only be accessed by our employees or by trusted suppliers who adhere to the same privacy procedures and standards using our secure website. If being sent electronically to trusted partners, the password is provided through a separate channel eg by phone. We do not send personal information to other countries unless consented to. If dealing with organisations and participants in other countries the data will be afforded at least the same level of protection as in Australia or greater as applies in the country of origin of the participant.

## **How to access to your personal information**

While any information remains identifiable a respondent may request, subject to the requirements of the Privacy Act, access to, or deletion of, any personal information that is held, by contacting Vision Critical's Privacy Officer.

Any queries, request for correction or complaints should be addressed to:

The Privacy Officer  
Vision Critical  
Level 7, 309 George Street  
Sydney NSW 2000