



Woolcott Research Pty Ltd
ABN 70 002 050 071
Level 6
104 Mount Street
North Sydney NSW 2060
+61 (02) 9261 5221
www.woolcott.com.au
Directors: Ian Woolcott,
Karyn Wong, Lucy Economus

Woolcott Research & Engagement Data Collection Statement

The following data collection statement is provided for all surveys:

1. Purpose

This statement outlines how Woolcott Research and Engagement protects your privacy rights and upholds its obligations under privacy law, when handling your personal information.

2. Introduction

Woolcott Research and Engagement respects and upholds your rights under the Australian Privacy Principles (APP) contained in the Privacy Act 1988. Woolcott Research also adheres to the draft Privacy (Market and Social Research) Code 2014 (Code). For more information about the Privacy Act, the APP and the Code please visit the Office of the Australian Information Commissioner (OAIC) website: <http://www.oaic.gov.au/>.

This statement lets you know what personal information of yours we hold, what we do with it, who we will disclose it to and how you can access the personal information we hold about you.

3. Information

Woolcott Research and Engagement collects both personal and sensitive information as part of its regular social and market research activities. These terms are used in the Privacy Act and APP and are explained below.

a. Personal Information

The Privacy Act defines personal information as: "information or an opinion, whether true or not, and whether recorded in a material form or not, about an identified individual, or an individual who is reasonably identifiable."

The Office of the Australian Information Commissioner (OAIC) cites the following as common examples: individual's name, address, telephone number, date of birth, and commentary or



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opinion about a person. We may collect any of the above information as well as any other personal information that is sufficiently relevant to the topic of the research.

b. Sensitive Information

Depending on the nature of the research we conduct, we may also collect sensitive information from you. The OAIC APP Guidelines define sensitive information as: "information or an opinion (that is also personal information) about an individual's:

- racial or ethnic origin
- political opinions, membership of a political association
- religious beliefs or affiliations
- philosophical beliefs
- membership of a professional or trade association, membership of a trade union
- sexual orientation or practices
- criminal record, and
- health information about an individual, genetic information (that is not otherwise health information)."

Sensitive information will only be collected if it is directly related to, or reasonably necessary for the research we conduct.

4. Collection

Woolcott Research and Engagement will generally collect your personal information directly from you in the course of you participating in our research and/or surveys. However, we may also from time to time collect personal information about you from third parties, such as when a client provides us with a list of sample data to use in conducting our research.

If this is the case, we will inform you that we have received your personal information as soon as is practicable and the circumstances of the collection. At this time you will be provided with an opportunity to decline participation and opt-out of any research process. If you elect to do so, we will delete any of your personal information in our possession, as soon as is reasonably practicable.



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We may also collect personal information from public phone directories, commercial or consumer listings, data organisations and respondent recruitment agencies.

5. Use

We will only use and disclose your personal and research information for the purpose of conducting our research and in accordance with this statement.

We will not use or disclose your personal information for the purpose of advertising, promotions or direct marketing activities.

If you have participated in our research, we will only re-contact you if you were informed of this prior to collecting your personal information or if we have valid reasons to believe a genuine research concern warrants such re-contact.

6. Disclosure

We will not disclose any personally identifiable research information we collect from you unless we have your express prior consent and will only report the information you provide in an aggregate form that will not personally identify you.

We will not disclose any personal information or personally identifiable research information to a third party for a purpose other than conducting our research unless we have your express prior consent or are required to do so by an Australian law or court/tribunal order.

In the course of conducting research, we may rely on third party service providers to host or store the data we collect. We take all reasonable steps to ensure that third party service providers comply with our collection statement, the Privacy Act and the APPs.

7. Openness

You have the right to request access to any personal information we hold about you. You can request this information by contacting the Privacy Officer at the details listed below. Where we hold information that you are entitled to access, we will respond to your request in a reasonable time and endeavour to provide you with a suitable range of choices as to how access is provided.



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If at any time you believe that personal information we hold about you is incorrect, incomplete or inaccurate, then you may request amendment of it and we will either amend the information or make a record of your comment, as we think appropriate.

8. Complaints

If you have any questions about the statement or believe that we have at any time failed to keep one of our commitments to you to handle your personal information in the manner required by the Privacy Act, the APPs or the Code, then we ask that you contact us immediately using the following contact details:

Privacy Officer

Woolcott Research and Engagement

(02) 9261 5221

info@woolcott.com.au

We will respond and advise whether we agree with your complaint or not. If we do not agree, we will provide reasons. If we do agree, we will advise what (if any) action we consider it appropriate to take in response. If you are still not satisfied after having contacted us and given us a reasonable time to respond, then we suggest that you contact the Office of the Australian Information Commissioner.

9. Our Website

When visiting the Woolcott Research and Engagement website, the site server makes a record of the visit and logs the following information for statistical and administrative purposes:

- the user's server address – to consider the users who use the site regularly and tailor the site to their interests and requirements;
- the date and time of the visit to the site – this is important for identifying the website's busy times and ensuring maintenance on the site is conducted outside these periods;



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- pages accessed and documents downloaded – this indicates to Woolcott Research and Engagement which pages or documents are most important to users and also helps identify important information that may be difficult to find;
- duration of the visit – this indicates to us how interesting and informative the site is to candidates; the type of browser used – this is important for browser specific coding; and
- in order to optimize the website and better understand it's usage, we collect the visiting domain name or IP address, Computer Operating System, Browser Type and Screen Resolution.

A cookie is a piece of information that an Internet web site sends to your browser when you access information at that site. Cookies are either stored in memory (session cookies) or placed on your hard disk (persistent cookies). The website does not use persistent cookies. Upon closing your browser the session cookie set by this website is destroyed and no personal information is maintained which might identify you should you visit our web site at a later date.

10. Data Disposal

Woolcott Research and Engagement will destroy or de-identify your personal information as soon as reasonably practicable once it is no longer required to complete the research project for which it was collected. However, we may in certain circumstances be required by law to retain your personal information after our research has been completed. In this case your personal information will continue to be protected in accordance with this collection statement. If we destroy personal information we will do so by taking reasonable steps and using up-to-date techniques and processes.

11. Security of Information

Woolcott Research and Engagement will take reasonable steps to protect your personally identifiable information as you transmit your information from your computer to our website and to protect such information from loss, misuse, and unauthorised access, use, modification, disclosure, alteration, or destruction.



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However, you should keep in mind that the transmission of information over the Internet is never completely secure or error-free. In particular, e-mail sent to or from this website may not be secure, and you should therefore take special care in deciding what information you send to us via e-mail. Woolcott Research and Engagement uses a secure portal for the completion of online surveys.

12. Miscellaneous

This policy is effective from the date of publication October 2014. This policy will be reviewed periodically. Although we intend to observe this statement at all times, it is not legally binding on Woolcott Research in any way. From time to time we may regard it as necessary or desirable to act outside the policy. Woolcott Research and Engagement may do so, subject only to any other applicable contractual rights you have and any statutory rights you have under the Privacy Act or other applicable legislation.