

INTRODUCTION

DataPillar (ABN 978 935 763 79) respects and upholds your rights under the Australian Privacy Principles contained in the Privacy Act 1988 (Cth) ("Privacy Act"). DataPillar also adheres to the Privacy (Market and Social Research) Code 2014 ("Code"). For more information about the Privacy Act, the Australian Privacy Principles and the Code refer to <https://www.oaic.gov.au/privacy/australian-privacy-principles/>.

This Privacy Policy informs you what personal information of yours we may hold, what we do with it, who we will disclose it to and how you can access the personal information we hold about you. You can also find out here how to change inaccurate personal information.

WHAT PERSONAL INFORMATION WE COLLECT

The information DataPillar collects varies from project to project however may include personal information, such as your name, gender, age, occupation, household or personal income and contact details, as well as sensitive information, such as your opinions and feedback in relation to brands, products and services, etc. Sensitive information will only be collected with your prior consent and only if it is directly related to, or reasonably necessary for, the research/ survey we conduct.

DataPillar 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 sponsoring clients for the research providing a list of potential candidates for the research. If so, we ensure that we only collect personal information where each individual is aware that their information has been passed onto us prior to receiving it.

HOW DOES DATAPILLAR USE THE PERSONAL INFORMATION IT COLLECTS, HANDLES & DISCLOSES?

We will only use and disclose your personal information for the purpose of conducting our research and in accordance with this Privacy Policy. We will not use or disclose your personally identifiable 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 or we have valid reasons to believe a genuine research concern warrants such re-contact. If you declined to participate in our research (and you do not 'opt out' of future research), we still may use your personal information to re-contact you for another research purpose if we have valid reasons to believe a genuine research concern warrants such recontact.

WHO HAS ACCESS TO YOUR PERSONAL INFORMATION?

We will not disclose any personally identifiable information we hold about you unless we have your express prior consent and we will never use or disclose this information for the purpose of advertising, promotions or direct marketing activities. We 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. If we believe the security of data we have stored has been breached, we adhere to mandatory data breach notification processes – refer to <https://www.oaic.gov.au/privacy/notifiable-data-breaches/> for more details. We will also take reasonable steps to ensure any service providers (and their employees and contractors) comply with the Privacy Act and this Privacy Policy and/or are subject to similar privacy laws and you have the ability to enforce those rights.

ACCESS TO PERSONAL INFORMATION

You may seek access to and request the correction or deletion of any personal information we hold about you while this information remains identifiable. 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 (e.g., emailing or mailing it to you). 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.

PROTECTING, RETAINING & DESTROYING PERSONAL INFORMATION

DataPillar takes all reasonable precautions to protect information held about you. Personal information is stored securely and destroyed as soon as it is no longer required for research purposes.

DataPillar will destroy or de-identify your personal information as soon as practicable once it is no longer needed for the purpose for our research. 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 Policy. If we destroy personal information we will do so by taking reasonable steps and using up-to-date techniques and processes.

SECURITY OF INFORMATION

DataPillar will take reasonable steps to protect your personally identifiable information as you transmit your information and to protect such information from loss, misuse, and unauthorised access, use, modification, disclosure, alteration, or destruction. Data is transmitted via SSL-Encrypted websites but, you should keep in mind that the transmission of information over the Internet is not completely secure or errorfree. 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.

FURTHER INFORMATION

In this policy “personal information” has the same meaning as under the Privacy Act. This policy is effective from 9th July 2020. We may change this policy from time to time. Although we intend to observe this Privacy Policy at all times, it is not legally binding on DataPillar in any way. From time to time we may regard it as necessary or desirable to act outside the policy.

DataPillar 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.

All general queries, concerns or complaints should be directed to our Privacy Officer via the contact details listed below. Our privacy officer or their representative will contact you for all other queries.

Privacy Officer

Phone: 0410003779

Email: paul@dpilr.com.au

Address:

3 Haig St, Burwood

Melbourne, VIC 3125

Australia