



## Privacy Policy

This privacy policy refers to Qualitative Recruitment Australia Pty Ltd (QRA) and its subsidiaries - including the ResearchMinds and ResearchMindsNZ online panels.

QRA recognises the importance of protecting the privacy of personally identifiable information collected about panel members and visitors to our website. This information is used only QRA, its subsidiaries and our partner Cint, a global provider of market insight technology, for the sole purpose of selecting candidates for surveys; inviting participation in surveys; managing the survey process; and paying members.

QRA is a member of The Association of Social and Market Research Organisations ('AMSRO'). QRA endorses and complies with the AMSRO privacy code, the **Privacy (Market and Social Research) Code 2014**, which is the first and only registered privacy code under the Australian Privacy Principles (APP), following the Australian Privacy Commissioner's registration. A copy of the Code is available here – [The Privacy \(Market and Social Research\) Code 2014](#)

We are bound by this code in relation to the handling of personal information.

### 1. Personal Information

1.1 We collect personal information when we provide our service to you. Generally we will tell you why we are collecting information when we collect it, and how we plan to use it or this will be obvious when the information is collected.

### 2. How we collect and use your personal information

2.1 We collect personal information from you whenever you communicate with us by any media. This includes (but is not limited to) registration on our websites, completing a survey, sending us an email, talking on the telephone. The information we collect about you includes information about your views in respect of the subject matter of our surveys together with demographic information. This may include, but is not limited to, sensitive information within the meaning of the Privacy Act such as:

- your racial or ethnic origin
- your political opinions
- your physical or mental health or condition
- your sexual life
- your criminal history, including any offences you have committed or are alleged to have committed and any proceedings that you have faced in respect of that
- your membership of any trade unions or professional associations

3. We collect your personal information for the following purposes:
  - 3.1. To keep you informed of our products and services
  - 3.2. To create a database of people willing to participate in market research
  - 3.3. Processing the answers to surveys and summarising the results
  - 3.4. Statutory and regulatory compliance
  - 3.5. Undertaking research surveys on behalf of third parties
  - 3.6. Transferring to service suppliers who undertake processing on our behalf and at our direction
  - 3.7. To provide you with information relating to any benefits provided to you by any third parties, including but not limited to a benefit provided to you by our client in response to your answer to a survey request
  - 3.8. Transferring any personal information to any subsidiary or group company
  - 3.9. The administration of your membership of the QRA panel
  - 3.10. To process any enquiries raised by you and other communications initiated by you in relation to your dealings with QRA and the ResearchMinds panel
  - 3.11. Contacting you to participate in research surveys
4. Anonymity
  - 4.1. QRA conducts research on a variety of topics for multiple numbers of clients. These clients provide QRA with specific briefs outlining the individuals from whom they wish to receive answers from. These specifications may include, but are not limited to, age, gender, ethnic background and location.
5. Protection of your personal information
  - 5.1. QRA takes all reasonable steps to protect your personal information from unauthorised access, use, disclosure or loss. These steps include the use of encryption systems, passwords, firewalls and physical restriction to computer hardware storing personal data. QRA data is held solely in Australia, while data relating to the ResearchMinds online panel is held within the Cint physical and cloud-based infrastructure (please refer to <http://www.cint.com/privacy-policy/> for further information).
6. Disclosure of your personal information
  - 6.1. We will only pass your information to a third party when you have been notified and when it is for the express purposes of inviting you to participate in a market or social research study.
  - 6.2. We do however pass on information collected during surveys in a de-identified aggregated form to assist our clients to provide better product and service offerings (or to facilitate other changes within their business). We will not supply any sensitive information about you to any third party without your consent.

7. Monitoring of telephone calls and emails
  - 7.1. Your telephone calls and emails to us may be recorded and monitored for quality control purposes. We may also intercept communications made to individual members of staff of Qualitative Recruitment Australia when this is required for business purposes.
  
8. Cookies
  - 8.1. We may use technology to track the patterns of behaviour of visitors to the site. This can include using a 'cookie', pieces of information that are transferred to an individual user's hard drive for record keeping purposes. At the present time the cookie we send to your computer stores only basic information which you enter into the site, which may include your name, address, phone number and email address. Only information collected by cookies as specified in this section of our privacy policy is automatically collected from users of the site. In the event that we do collect any personal information about visitors to the site it is available only to QRA. The cookies function by saving your passwords and site preferences. As a result it is possible to speed up your future activities at the site and allow QRA to provide you with information specifically tailored to your interests. You can usually modify your browser to prevent this happening. The information collected in this way can be used to identify you unless you modify your browser settings. To modify your browser settings click on the help section of your Internet browser and follow the instructions.
  
9. Access to your personal information: If you wish to access the information that we hold about you, you may do so by contacting us as shown below. If you are a panel member you can check and update or view your details through our website.
  
10. How to contact us: If you have any queries with regards to this privacy policy, please feel free to contact us by email: [office@gra.net.au](mailto:office@gra.net.au) (QRA) or [surveys@researchminds.com.au](mailto:surveys@researchminds.com.au) (ResearchMinds) or [surveys@researchminds.co.nz](mailto:surveys@researchminds.co.nz) (ResearchMinds NZ) or by telephone: +61-2-93710311 during business hours.
  
11. Changes to privacy policy: We may change our privacy policy from time to time. If we do so, the latest version will be accessible via our website.
  
12. Additional information about privacy:
  - 12.1. For more information about privacy issues in Australia visit the Australian Federal Privacy Commissioner's website- [www.privacy.gov.au](http://www.privacy.gov.au).
  - 12.2. You are also able to access the Privacy & Confidentiality policy of our online partner Cint via <http://www.cint.com/privacy-policy/>
  - 12.1. For more information about the Privacy Principles and how they apply to the Market and Social Research Industry, please visit the AMSRO website: [www.amsro.com.au](http://www.amsro.com.au).