

## Privacy Policy

### Introduction

**Enhance Research** (ABN 67 074 335 381 / ACN 074 335 381) respects and upholds your rights under the *Australian Privacy Principles* contained in the Privacy Act 1988 (Cth) ("Privacy Act"). Enhance Research also adheres to the *Privacy (Market and Social Research) Code 2014*.

This Privacy Policy for Enhance Research 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. You can also find out here how to change inaccurate personal information and how to opt out of receiving communications from us.

### What personal information about you does Enhance Research collect and hold?

The information Enhance Research collects may include name, telephone number, email address, mailing address, employment status, occupation, income, gender and age, and your opinions, attitudes, views and perceptions in relation to the organisations, brands, products, services, advertising and other communications that our research may be about.

When providing personal information you have the option of remaining anonymous or using a pseudonym to be identified by. However, in certain circumstances, such as where we receive your contact details from a third party or where the research data itself may potentially allow for identification, this may not be practicable.

Depending on the nature of the research we conduct, we may also collect sensitive information from you, including membership of trade associations, health information and ethnic origins. Sensitive information will only be collected with your prior consent and only if it is directly related to, or reasonably necessary for, the research we conduct.

### How does Enhance Research collect and hold your personal information?

Enhance Research 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 our clients and commercial providers of lists of potential candidates for research. If so, we will inform you as soon as practicable of this collection and its circumstances.

We may also collect personal information from our website, entities related to our clients, and organisers of promotional activities and events.

## Privacy Policy

### **What are the purposes for which Enhance Research uses, handles and discloses your personal information?**

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 declined to participate in our research, we may use your personal information to re-contact you for a research purpose if we have valid reasons to believe a genuine research concern warrants such re-contact. 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.

### **Who will Enhance Research disclose your personal information to?**

We will not disclose any personally identifiable research information we collect from you unless we have your express prior consent. Otherwise, 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.

In the course of conducting our research we may rely on third party service providers located overseas to host or store the data we collect. However, at the present time, we do not have any arrangements in place that involve the hosting or storage overseas of any data we collect in our research.

### **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 using 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 (eg emailing or mailing it to you). A fee may be charged to cover the cost of retrieval. However, this fee will not be excessive and will only apply to the facilitation of your request.

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.

## Privacy Policy

### Questions and complaints

If you have any questions about this Privacy Policy 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 *Australian Privacy Principles* and the *Privacy (Market and Social Research) Code 2014*, then we ask that you contact us using any of the following contact details:

Privacy Officer  
Enhance Research  
PO Box 564 Fortitude Valley 4006  
[contact@enhanceresearch.com.au](mailto:contact@enhanceresearch.com.au)  
(07) 3087 7900

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 by:

Phone: 1300 363 992 (local call cost, but calls from mobile and pay phones may incur higher charges). If calling from overseas (including Norfolk Island): +61 2 9284 9749

TTY: 1800 620 241 (this number is dedicated to the hearing impaired only, no voice calls)

TIS: Translating and Interpreting Service: 131 450 (If you don't speak English or English is your second language and you need assistance, ask for the Office of the Australian Information Commissioner)

Post: GPO Box 2999 Canberra ACT 2601

Fax: +61 2 9284 9666

Email: [enquiries@oaic.gov.au](mailto:enquiries@oaic.gov.au)

## Privacy Policy

### Enhance Research Website

When visiting Enhance Research's 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 – allowing us to tailor the site to regular users' interests and requirements
- the date and time of the visit to the site – important for identifying the website's busy times and ensuring maintenance on the site is conducted outside these periods
- pages accessed and documents downloaded – indicating to us which pages or documents are most important to users and also helping to identify important information that may be difficult to find
- duration of the visit – indicating to us how interesting and informative the Enhance Research website is to users
- the type of browser used – allowing us to tailor the site to function with a variety of browser types

In order to optimise the Enhance Research website and better understand its 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 website 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 Enhance Research 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 website at a later date.

## Privacy Policy

### Retention and destruction of Personal Information

Enhance Research will destroy, delete or de-identify your personal information as soon as practicable once it is 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 or delete personal information we will do so by taking reasonable steps and using up-to-date techniques and processes.

### Security of Information

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

However, you should keep in mind that the transmission of information over the internet is not completely secure or error-free. In particular, emails 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 email.

### Miscellaneous

In this policy "personal information" has the same meaning as under the Privacy Act.

This policy is effective from 12 March 2014. 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 Enhance Research in any way. From time to time we may regard it as necessary or desirable to act outside the policy. Enhance Research 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.