



The **Digital Edge**  
online market research solutions

## ***Privacy Policy for Panellists***

The Digital Edge (ABN 86 085 341 304) recognises the importance of protecting the privacy of personally identifiable information collected about our members of the YourOpinion site. This privacy policy should be read in conjunction with the terms and conditions of the website.

The Digital Edge respects and upholds your rights under the Australian Privacy Principles contained in the Privacy Act (Cth) ('Privacy Act'). The Digital Edge 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 visit [www.amsro.com.au](http://www.amsro.com.au).

This Privacy Policy for The Digital Edge/YourOpinion 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.

### **We are bound by the Australian Privacy Principles in the Privacy Act in relation to the handling of personal information.**

#### **1. Personal Information**

1.1 YourOpinion collects 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 these things will be obvious when we collect the information. The information we collect about you includes information about your views in respect of the subject matter of our surveys together with demographic information (e.g. name, DOB, salary). This may include sensitive information within the meaning of the Privacy Act such as:

- your racial or ethnic origin
- your political opinions or membership of a political association
- your religious beliefs or affiliations
- your philosophical beliefs
- 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 or trade associations

Sensitive information will only be collected with your consent and only if it is directly related to, or reasonably necessary for, the research we conduct or used to target surveys to you.

## 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 the site, completing a survey, sending us an email, participating in polls & online discussions on YourOpinion and participating in online market research communities.

## 3. **Why do we collect personal information**

- 3.1. We will not use or disclose your personally identifiable information for the purpose of advertising, promotions or direct marketing activities. We collect your personal information for the following purposes:
  - 3.1.1. To keep you informed of our products and services
  - 3.1.2. To create a database of people willing to participate in market research
  - 3.1.3. Processing the answers to surveys and summarising the results
  - 3.1.4. Statutory and regulatory compliance
  - 3.1.5. Undertaking research surveys on behalf of third parties
  - 3.1.6. Transferring to service suppliers who undertake processing on our behalf and at our direction
  - 3.1.7. 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
  - 3.1.8. Transferring any personal information to any subsidiary or group company
  - 3.1.9. The administration of your membership of the YourOpinion panel
  - 3.1.10. To process any enquiries raised by you and other communications initiated by you in relation to your dealings with the YourOpinion panel
  - 3.1.11. Contacting you to participate in research surveysWe will only use and disclose your personal information in accordance with this Privacy Policy.

## 4. **Anonymity**

- 4.1. YourOpinion conducts research on a variety of topics for multiple numbers of clients. These clients give YourOpinion specific briefs outlining which individuals from whom they wish to receive answers from. These may include, but are not limited to, age, gender, ethnic background and location. No personally identifiable information is ever provided to clients without the express permission of the member.

## 5. **Protection of your personal information**

- 5.1. YourOpinion will take all 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. These steps include the use of encryption systems, passwords, firewalls and physical restriction to computer hardware storing personal data.
- 5.2. However, you should keep in mind that the transmission of information over the Internet is not completely secure or error-free. In particular, email sent to or from this website may not be secure and you should therefore take special care in deciding what information you send to use via email.

## 6. **Disclosure of your personal information**

- 6.1. We do not pass your personally identifiable information on to any companies that we

work with unless we have your express prior consent or are required to do so by an Australia law or court/tribunal order.

6.2. However, we do pass on information collected during surveys in a de-identified aggregated form to assist our clients in better product offerings. We will not supply any sensitive information about you to any third party without your consent.

6.3 In the course of conducting our research we may rely on third party service providers to host or store the data we collect who are located overseas. The name and locations of these suppliers are:  
Dub Studios, London, UK

## 7. **Retention and destruction of Personal Information**

YourOpinion will destroy or de-identify your personal information as soon as practicable once it is no longer needed for the purpose of our research processes. However in some cases we may 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.

## 8. **Monitoring of telephone calls and emails**

8.1. 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 The Digital Edge when this is required for business purposes.

## 9. **Cookies & YourOpinion Website**

9.1. When visiting YourOpinion's website, the 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 time and ensuring maintenance on the site is conducted outside the periods;
- pages accessed – this indicates to YourOpinion 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 the site is;
- the type of browser used – this is important for browser specific coding
- In order to optimise the YourOpinion website and better understand its usage, we collected the visiting domain name or IP address, Computer Operating System, Browser Type and screen resolution.

9.2 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 YourOpinion. 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 YourOpinion 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.

## 10. **Access to your personal information**

- 10.1. 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. If you are a panel member you can check and update or view your details through our website.

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).

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.

## 11. **How to contact us**

If you have any queries with regards to 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 APPs or the Code, then we ask you contact us immediately using the following details

Email: [privacy@youropinion.com.au](mailto:privacy@youropinion.com.au)

Mail:

YourOpinion Privacy Officer

C/O The Digital Edge

Level 5, 79 Commonwealth Street, Surry Hills

Sydney, NSW 2000

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 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 and 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)

## 12. **Changes to privacy policy**

12.1. This policy is effective from 12 March 2014. We may change this policy from time to time. If we do so, we will advise of any changes on this website.

Although we intend to observe this Privacy Policy at all times, it is not legally binding on YourOpinion in any way. From time to time we may regard it as necessary or desirable to act outside the policy. YourOpinion 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.

13. Additional information about privacy

13.1. 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).