
IRIS RESEARCH'S PRIVACY POLICY

1. Purpose

This Policy summarises how Illawarra Regional Information Service (IRIS Research) collects, uses, discloses and manages personal information collected when undertaking market research for clients.

IRIS Research (ABN 16 002 278 793) respects and upholds individual rights under the Australian Privacy Principles (APP) contained in the Privacy Act 1988 (Cth) (Privacy Act).

We also adhere to the Association of Market and Social Research Organisations (AMSRO) Privacy (Market and Social Research) Code 2014.

2. Scope

The IRIS research Privacy Policy applies to all employees, contractors and subcontractors engaged by the Company at its Head Office.

3. References

- ▶ Australian Market and Social Research Society (AMSRS)
- Code of Professional Behaviour August 2017
- ▶ Association of Market and Social Research Organisations (AMSRO)
- Privacy (Market and Social Research) Code 2014
- ▶ Privacy Amendment (Private Sector) Act 2000 (*C'wealth*)
- ▶ Australian Privacy Principles (APP's)

4. Definitions

Cookie - is a piece of information that an Internet web site sends to a computer browser when a user accesses information at that site. Cookies are either stored in memory (session cookies) or placed on the hard disk (persistent cookies).

Personal information - 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. Common examples include: individual's name, signature, address, telephone number, date of birth, and commentary or opinion about a person.

Sensitive information - 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).

5. Responsibility, Authority and Accountability

The Chief Executive of IRIS research is responsible the dissemination of this policy throughout the organisation. Each employee, contractor and subcontractor is responsible and accountable for their adherence to this policy.

6. Policy

IRIS Research collects both personal and sensitive information as part of its regular market and social research activities. This may be collected by interviews, telephone, facsimile, by email or via our website (www.iris.org.au), from third-party survey software (including via online forms), media and publications, from other publicly available sources or from cookies.

We may collect any of the above information as well as any other personal information that is sufficiently relevant to the topic of the market or social research. Given the nature of the research work conducted by IRIS Research, it is not always practicable for interviewed subjects to remain anonymous or to use pseudonyms.

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.

6.1. Collection

IRIS Research will generally collect personal information directly from you during participation in our research and/or surveys. Participation in research and surveys is voluntary, and you may choose not to answer specific questions, or withdraw from the research or survey at any time.

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 that 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 that 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.

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

When we collect Person or Sensitive Information we will, where appropriate and where possible, explain to you why we are collecting the information and how we plan to use it.

6.2. Use

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

Sensitive information will only be used by us for the primary purpose for which it was obtained; for a secondary purpose directly related to the primary purpose; with your consent; or where required or authorised by law.

We will not use or disclose your personal information for the purposes 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.

We will take reasonable steps to ensure any Personal Information is accurate, complete and up-to-date. Please advise us as soon as possible if you discover that is not the case.

6.3. Disclosure to other parties

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 market or social 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 Privacy Policy, the Privacy Act and the APPs.

6.4. Access to Personal information

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.

If 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.

IRIS Research may require identification from you before releasing any Personal Information.

6.5. Complaints

If you have any questions about this Policy or believe that IRIS Research has at any time failed to keep our commitment to handle your personal information as required by the Privacy Act, the APPs or the Privacy Code, please contact us immediately using the following contact details:

Privacy Officer - IRIS Research

Phone: (02) 4285 4446

Email: research@iris.org.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

Phone: 1300 363 992

Mail: GPO Box 5218 Sydney NSW 2001

Email: enquiries@oaic.gov.au

6.6. Our website, website analytics and social media

When visiting the IRIS Research website (www.iris.org.au), 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); pages accessed and documents downloaded (this indicates to IRIS Research 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 IRIS Research site is to users); the type of browser used (this is important for browser specific coding); and in order to optimize the IRIS Research web site and better understand it's usage, we may collect the visiting domain name or IP address, computer operating system, browser type, device type and screen resolution.

Our website uses Google Analytics, a service that transmits website traffic to servers in the United States. Google Analytics does not identify individual users or associate your IP address with any other data held by Google. We use reports provided by Google Analytics to help us understand website traffic and usage. By using our website, you consent to the processing of data about you by Google in the manner described in the Google Privacy Policy, and for the purposes set out above. You can opt out of Google Analytics if you disable or refuse the Cookie, disable *JavaScript* or use the opt-out service provided by Google.

IRIS Research also uses interfaces with social media sites such as *Facebook, LinkedIn, Twitter, Instagram* and others. If you choose to 'like' or 'share' information from tis website through these services, you should review the privacy policy of that service. If you are a member of a social media site, the interfaces may allow the social media site to connect your visits to this site with other Personal Information.

6.7. Data Disposal

IRIS Research will destroy or de-identify your personal information as soon as reasonably practicable once it is no longer required to complete the market or social 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 Policy. If we destroy Personal Information we will do so by taking reasonable steps and using up-to-date techniques and processes.

6.8. Security of Information

IRIS Research will take reasonable steps to protect your personally identifiable information as you transmit your information from your computer to our website and to protect stored information from loss, misuse, and un-authorized access, use, modification, disclosure, alteration, or destruction.

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

Personal Information we collect is stored on servers located in Australia in secure locations with password-controlled access, which is restricted to employees who need it for the purpose for which it was collected.

Employees are trained in the importance of confidentiality and maintaining the privacy and security of Personal and Sensitive information.

6.9. More information about privacy

For more information about privacy issues in Australia and protecting your privacy, visit the Australian Federal Privacy Commissioner's website at www.privacy.gov.au.

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/>.

7. Review and Evaluation.

To ensure that this procedure continues to be effective and applicable to IRIS Research, it will be reviewed every one (1) year through audit or internal review. Corrective actions shall be undertaken where improvements to the Privacy Policy have been identified