



## Market Metrics Data Collection Privacy Policy

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Market Metrics Data Collection Pty Ltd (ABN 36 637 899 346) (**Market Metrics Data Collection**) fully endorses and complies with the Australian Privacy Principles (**APPs**) contained in the Privacy Act 1988 (Cth) (**Privacy Act**) concerning the handling of personal information. Market Metrics Data Collection also complies with the ADIA *Privacy (Market and Social Research) Code 2021*, which sets out how the APPs are to be applied concerning the collection, retention, use and disclosure of personal information in market and social research. This code is administered by the Australian Data and Insights Association (**ADIA**) and adjudicated by the Australian Privacy Commissioner.

A copy of the Code is available at <https://www.oaic.gov.au/privacy/privacy-registers/privacy-codes-register/privacy-market-and-social-research-code-2021>.

This Privacy Policy 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 how to change inaccurate personal information and how to opt out of receiving communications from us.

Market Metrics Data Collection is committed to respecting and protecting your privacy. We've structured our websites so that, in general, you can visit Market Metrics Data Collection on the Web without identifying yourself or revealing any personal information.

Once you choose to provide us with personally identifiable information (any information by which you can be identified), you can be assured that it will only be used to support your customer relationship with Market Metrics Data Collection and in a manner that is consistent with the terms of this Privacy Policy.

### Awareness

Market Metrics Data Collection provides this Privacy Policy to make you aware of our privacy policy, and practices and of the choices you can make about the way your information is collected and used. To make this notice easy to find, we make it available on our homepage as part of the Privacy Section.

### What personal information about you does Market Metrics Data Collection collect and hold?

The information we collect will include data, insights, personal or professional interests, demographics, lifestyle, and more detailed contact information. e.g. name, address, contact details.

Exceptions to this include:

- where you have given express consent to Market Metrics Data Collection to do so;
- where there are reasonable grounds to believe that disclosure is necessary to prevent a threat to life or health;
- the use is authorised by law or reasonably necessary to enforce the law; or
- when the information is necessary for the establishment, exercise, or defence of a legal claim.

Depending on the nature of the research we conduct, we may also collect sensitive information from you including racial or ethnic origin, political opinions, religious or philosophical beliefs, association membership, or details of health, disability or sexual activity or orientation. Sensitive information will only be collected



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with your prior consent and only if it is directly related to, or reasonably necessary for, the research we conduct.

Market Metrics Data Collection will generally collect your personal information directly from you in the course of your participation in our research and surveys. However, Market Metrics Data Collection may also collect information about you from its clients to whom you have expressed an interest in participating in market research activities conducted on their behalf. If so, we will inform you as soon as practicable of this collection and the circumstances of this collection.

We do not collect any unsolicited information under any circumstances.

### **How does Market Metrics Data Collection collect and hold your personal information?**

Market Metrics Data Collection will generally collect your personal information directly from you while managing the database, this is done via various methods including but not limited to; information provided in online surveys, and information collected over the phone or via email communication.

All personal information collected is stored in our secure folders on servers within Australia. If in the course of conducting our business, we rely on third-party service providers to host or store the data we collect who are located overseas, the names and locations of those suppliers will be provided to you insofar as is reasonably practicable.

### **What are the research purposes for which Market Metrics Data Collection collects, holds, uses, and discloses your personal information?**

Market Metrics Data Collection uses your information to conduct market research activities. Specifically, we also use your information to help you complete a transaction, participate in market research we conduct, communicate back to you, update you on services and benefits, and personalise our website for you.

From time to time, we may also use your information to contact you to provide you with information about opportunities to participate in a research panel or provide information about a special offer we think would be of particular interest. At a minimum, we will always allow you to opt out of receiving such direct marketing or technical updates. We will also follow local requirements, such as allowing you to opt in before receiving unsolicited contact, where applicable.

Market Metrics Data Collection will not sell, rent, lease, or otherwise deal with your personally identifiable information to others. Unless we have your permission or are required by law, we will only share the personal data you provide online with other Market Metrics Data Collection entities and/or business partners who are acting on our behalf for the uses. Such Market Metrics Data Collection entities and/or business partners, including those in other countries, are governed by our privacy policies concerning the use of this data and are bound by the appropriate confidentiality agreements. Any overseas supplier is bound by an agreement with Market Metrics Data Collection to abide by the Australian Privacy Principles.

Data collected online may also be combined with information you provide when making other contact with Market Metrics Data Collection.

If we wish to use any of this personal information, or data for any purpose other than those specified above, we will not do so unless we have your express consent to do so.

### **Choice**



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Market Metrics Data Collection will not use or share the personally identifiable information provided to us online in ways unrelated to the ones described above without first letting you know and offering you a choice. As previously stated, we will also provide you with the opportunity to let us know if you do not wish to receive unsolicited direct materials (technical, marketing, or other) from us and we will do everything we can to honour such requests. Local country laws and policies are applied where they differ from those in Australia.

Your permission is always secured first, should we ever share your information with third parties that are not acting on our behalf and are governed by our privacy policy.

### Accuracy & Access

Market Metrics Data Collection strives to keep your personally identifiable information accurate. We will provide you with access to your information, including making every effort to provide you with online access to your registration data so that you may view, update, or correct your information at the Market Metrics Data Collection site where it was submitted.

To protect your privacy and security, we will also take reasonable steps to verify your identity before granting you access or enabling you to make corrections. You may request access to your personally identifiable information, make changes to it or request deletion of any information about you held by Market Metrics Data Collection.

### Third-Party Links

Links to third-party websites on the site are provided solely as a convenience to you. If you use these links, you will leave the Market Metrics Data Collection site. Market Metrics Data Collection has not reviewed all third-party sites and does not control and is not responsible for any of these sites, their content, or their privacy policy. Thus, Market Metrics Data Collection does not endorse or make any representations about them, or any information, software or other products or materials found there, or any results that may be obtained from using them. If you decide to access any of the third-party sites linked to this site, you do so at your own risk.

### Security

Market Metrics Data Collection is committed to ensuring the security of your information. To prevent unauthorised access or disclosure, maintain data accuracy, and ensure the appropriate use of information, we have put in place appropriate physical, electronic, and managerial procedures to safeguard and secure the information we collect online. We use appropriate encryption when collecting or transferring sensitive data.

If you have any queries, please contact us on 03 8781 5777.

### Oversight

Market Metrics Data Collection will always strive to ensure the accuracy of the information it has on file related to our research participants. We will however rely on our research participants to keep us informed of changes to contact details.



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## Market Metrics Data Collection Website

When visiting Market Metrics Data Collection'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 – 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 Market Metrics Data Collection which pages or documents are most important to users and helps identify important information that may be difficult to find.
- duration of the visit – this indicates to us how interesting and informative the Market Metrics Data Collection site is to candidates; the type of browser used – this is important for browser-specific coding.
- To optimise the Market Metrics Data Collection 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 Market Metrics Data Collection 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 later.

## Other Important Items

### Children's Privacy

The safety of children is very important to us. We ask that children under the age of 18 have a parent or guardian verify their membership application with Market Metrics Data Collection. Whilst Market Metrics Data Collection will make every reasonable effort to ensure that children's privacy and other rights are not compromised, it is ultimately the responsibility of parents to monitor their children's internet usage.

### What else you should know about privacy

Remember to close your browser when you have finished your user session. This is to ensure that others cannot access your personal information and correspondence if you share a computer with someone else or are using a computer in a public place like a library or internet cafe. You as an individual are responsible for the security of and access to your computer.

Please be aware that whenever you voluntarily disclose personal information over the internet (for example: in discussion forums, via email, or on chat sites) this information can be collected and used by others. In short, if you post personal information in publicly accessible online forums, you may receive unsolicited messages from other parties in return.



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Ultimately, you are solely responsible for maintaining the secrecy of your username and password and any account information. Please be careful and responsible whenever you are using the internet.

For further Privacy information, please refer to [The Australian Information Commissioner's website](#).

### Retention and Destruction of Personal Information

We keep your information for as long as you are an active member. If you no longer want to participate you can unsubscribe at any time. To unsubscribe, contact us via email at [info@marketmetricsdatacollection.com](mailto:info@marketmetricsdatacollection.com).

Market Metrics Data Collection will destroy or de-identify your personal information as soon as practicable once it is no longer needed for our business.

### Questions and Complaints

If you wish to enquire in more detail about aspects of our Privacy Policy, please contact us at [info@marketmetricsdatacollection.com](mailto:info@marketmetricsdatacollection.com) and we will respond the same day (during work hours).

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 APPs or the Code, then we ask that you contact us immediately using the following contact details: [info@marketmetricsdatacollection.com](mailto:info@marketmetricsdatacollection.com).

If you wish to complain to the Australian Data and Insights Association, please click here <https://dataandinsights.com.au/> and ask for their Privacy Officer. It is important to note that as an Industry we take any complaint very seriously and that ADIA has not ever had to act against any member.

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 Email: [enquiries@oaic.gov.au](mailto:enquiries@oaic.gov.au) Phone: 1300 363 992.

### Miscellaneous

In this policy "personal information" and "sensitive information" have the same meaning as under the Privacy Act. This policy is effective from 3 April 2024. We may change this policy from time to time. Although we intend to always observe this Privacy Policy, it is not legally binding on Market Metrics Data Collection in any way. From time to time, we may regard it as necessary or desirable to act outside the policy. Market Metrics Data Collection 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.