



GfK Australia Website Privacy Policy

Effective date: 5 October 2012

Last revised: 16 December 2015

GfK respects the privacy of visitors to its websites. This privacy policy ("Privacy Policy") explains how we collect, use, disclose and protect personal information ("Personal Information") submitted through this website. GfK respects and upholds your rights under the Australian Privacy Principles ("APPs") contained in the Privacy Act 1988 (Cth) ("Privacy Act"). In this Privacy Policy "Personal Information" has the same meaning as under the Privacy Act.

This Privacy Policy does not apply to the collection and use of Personal Information in market research studies that we conduct. In these cases, kindly direct your privacy-related inquiries to the GfK Company that is conducting the research.

Cookies and Other Technologies

This website uses cookies and other technologies to enhance users' experiences and improve the website's performance. Please refer to our [Cookie Policy](#) for full details.

Personal Information We Collect

Through this website, GfK may collect information that can specifically identify you, such as your name, address, telephone number and e-mail address when you voluntarily submit this information to us.

Use of Personal Information

We will only use Personal Information as set forth in this Privacy Policy, unless you have specifically consented to or opted-in to another use of your Personal Information.

We may use and disclose Personal Information for any of the following reasons:

- to respond to requests you may make of us, including to provide services that you have requested and participate in activities that you have joined;
- to contact you and/or provide you with general information as well as information about our products and services from time to time. You consent to GfK's use of your personal information for the purposes of direct marketing by GfK. You may at any time contact GfK to request not to receive direct marketing communications from GfK by submitting your request in writing to the e-mail address or postal address shown in the Contact Us section;



- to share with agents, contractors or partners of GfK in connection with services that these individuals or entities perform for, or with, our firm. These agents, contractors or partners are restricted from using Personal Information in any way other than to provide services for GfK. We may, for example, provide Personal Information to agents, contractors or partners for hosting our databases, for data processing services, or to send you information that you requested, but those parties cannot use your Personal Information for their own purposes unrelated to the work they are doing for us;
- to respond to duly authorized information requests of governmental authorities or where required by law;
- to investigate suspected fraudulent activity in connection with the website or violation of another party's rights;
- in connection with the sale, assignment, or other transfer of the business of this website to which the information relates, in which case we will require any such buyer to agree to treat Personal Information in accordance with this Privacy Policy.

Security

The security of your Personal Information is very important to us. We have put in place reasonable physical, electronic, and administrative procedures to safeguard the information we collect. Access to your Personal Information is granted only to those employees who require it in order to perform their duties. We cannot guarantee, however, that all communications between us or information stored on our servers will be free from unauthorized access by third parties such as hackers. Your use of our services demonstrates your assumption of this risk.

Information from Children

This website is not directed at children and we have no intention of collecting Personal Information from young people. If we become aware that Personal Information from a child under 14 has been collected without the consent of such child's parent or guardian, we will use all reasonable efforts to delete such information.

Third Party Websites

As a convenience to our visitors, this website contains links to a number of websites that we believe offer useful information. The policies and procedures we describe here do not apply to those websites. We suggest contacting those websites directly for information on their privacy policies.



Access to Personal Information

We will make available to you Personal Information about you in our custody or control that we have collected, used or disclosed, upon your written request, to the extent required and/or permitted by law.

To request access to Personal Information that we hold about you, we require that you submit your request in writing at the e-mail address or postal address shown in the Contact Us section. When we receive an access request from an individual, we will attempt to fulfill the requested information within a reasonable period after the request is made, including requests regarding the Personal Information we have in our possession or control about the individual, what it is being used for, and to whom it has been disclosed, if applicable.

In certain situations, however, we may not be able to give individuals access to all or some of their Personal Information. If we deny an individual's request for access to their Personal Information, we will advise the individual of the reason for the refusal and the mechanisms available to complain about the refusal.

Accuracy of Personal Information

We make reasonable efforts to keep Personal Information in our possession or control, which is used on an ongoing basis, accurate, complete, current and relevant, based on the most recent information available to us. If you would like to correct, modify or delete your Personal Information, please see the Contact Us section.

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 or the APPs, then we ask that you contact us immediately using the details in the Contact Us section.

We will respond within a reasonable period 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 is appropriate to take in response. If you are still not satisfied after having contacted us then we suggest that you contact the Office of the Australian Information Commissioner.

International Transfers of Personal Information



Personal Information submitted through this website resides on servers at our corporate headquarters in Nuremberg, Germany. The GfK Group is a global organization. Your Personal Information may be transferred to one or more GfK affiliated companies or non-affiliated service providers in other countries, that include Germany and Malaysia, and used for the purposes described previously.

You consent that subclause 8.1 of the APPs does not apply to the disclosure of your personal information by GfK to overseas recipients (i.e. if any overseas recipient handles your personal information in breach of the APPs, GfK will not be accountable under the Privacy Act and you will not be able to seek redress under the Privacy Act).

Changes to this Policy

We reserve the right, at our discretion, to modify our privacy practices and update and make changes to this Privacy Policy at any time. For this reason, we encourage you to refer to this Privacy Policy on an ongoing basis. This Privacy Policy is current as of the "Last Revised" date which appears at the top of this page. We will treat Personal Information in a manner consistent with the Privacy Policy under which it was collected, unless we have your consent to treat it differently. By using this website following any Privacy Policy change, you freely and specifically give us your consent to collect, use, transfer and disclose your Personal Information in the manner specified in such then-current Privacy Policy.