



# GfK Australia's Research Participant Privacy Policy

## Introduction

GfK Retail and Technology (ABN: 90 056 061 495) and GfK Australia (ABN 70 128 786 041) ("GfK") respects and upholds your rights under the Australian Privacy Principles ("APPs") contained in the Privacy Act 1988 (Cth) ("Privacy Act"). GfK is a member of AMSRO and also adheres to the Privacy (Market and Social Research) Code 2014 ("Code"). For more information about the Privacy Act, the APPs and the Code go to [www.amsro.com.au/member-services/privacy/privacy-market-and-social-research-code-2014/](http://www.amsro.com.au/member-services/privacy/privacy-market-and-social-research-code-2014/).

This Privacy Policy for GfK 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 GfK collect and hold?

The information GfK collect will include identifiable research information for example, name, date of birth, occupation, salary, ethnicity, opinions and feedback in relation to products or brands. When providing personal information you have the option of remaining anonymous or use 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.

## How does GfK collect and hold your personal information?

GfK 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 organisations that provide lists of potential candidates for research.

We may also collect personal information from websites, in promotional activities such as promotional events and competitions, from other directly related companies of GfK, or from organisers of events that are sponsored by GfK.

There may also be certain projects which may require participants to sign up to a specific software based privacy policy that supersedes the Research Participant Privacy Policy to the extent allowed under Australian law.

## What are the purposes for which GfK 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 personal information for the purpose of advertising, promotions or direct marketing activities for goods or services of third parties.



You consent to GfK's use of your personal information to send you communications inviting your participation in research conducted by GfK. You may at any time contact the Privacy Officer (contact details are below) if you do not wish to receive any further communications from GfK inviting your participation in research. If you declined to participate in a research session, we may use your personal information to re-contact you for another 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 GfK disclose your personal information to?**

GfK will not disclose any personal 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 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, which are located overseas including (without limitation) GfK SE in Germany, to host or store the data we collect. In most cases, this survey data and research information will not be personally identifiable.

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 Australian Privacy Principles, GfK will not be accountable under the Privacy Act and you will not be able to seek redress under the Privacy Act).

### **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 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 (e.g. 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. If we do not agree with your request to amend your personal information, we will give you a written notice that sets out the reasons for our refusal and the mechanisms available to you to complain about our refusal.

### **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 APPs or the Code, then we ask that you contact us immediately using the following contact details:

Privacy Officer  
Address: GfK L7 107 Mount St North Sydney



Email: [au@gfk.com](mailto:au@gfk.com)  
Phone: 02 9900 2888

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 and having 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): +612 9284 9749. For more phone options (including assisted contact details), please see - <http://www.oaic.gov.au/about-us/contact-us-page>  
Post: GPO Box 5218 Sydney NSW 2001  
Fax: +61 2 9284 9666  
Email: [enquiries@oaic.gov.au](mailto:enquiries@oaic.gov.au)

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

GfK will destroy or de-identify your personal information as soon as practicable once it is longer needed for our research purposes. 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 Privacy Policy. If we destroy personal information we will do so by taking reasonable steps and using up-to-date techniques and processes.

### **Security of Information**

GfK will take reasonable steps to protect your personal 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.

However, you should keep in mind that the transmission of information over the Internet is not completely secure or error-free. In particular, e-mail sent to or from GfK's website may not be secure, and you should therefore take special care in deciding what information you send to us via e-mail.

### **Miscellaneous**

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

This Privacy Policy is effective from 19 January 2015, and was amended on 3 February 2016. We may change this Privacy Policy from time to time. Although we intend to observe this Privacy Policy at all times, it is not legally binding on GfK in any way. From time to time we may regard it as necessary or desirable to act outside the Privacy Policy, subject only to any other applicable contractual rights you have and any statutory rights you have, or obligations we have, under the Privacy Act or other applicable legislation.