



Privacy Policy for BDA Marketing Planning – Australia

BDA Marketing Planning ('**We/us/our**'), are committed to protecting the privacy of our market research participants.

We are bound by the *Privacy Act 1988* (Cth) and the Australian Privacy Principles (**APPs**).

This Privacy Policy explains how we collect, use, disclose, and store personal information about the participants in our market research activities.

What information do we collect and hold?

We collect personal information for the purposes of providing market research services to our clients and to conduct our own market research activities. This includes personal information such as name, age, gender, contact information, and other relevant demographic information.

We may also collect information about our research participants' opinions, preferences, and attitudes, about various products, services, or topics. This in turn enables us to derive insights about the various research topics. Consumer insights are usually reported anonymously and personal information is de-identified, but may in some instances be referable to individual research participants when consent has been provided.

We may also collect opinions, preferences and attitudes on sensitive matters such as health and disability, political beliefs and affiliations, indigeneity, sexual orientation, gender identity, ethnicity, religious beliefs and practices especially when conducting research about diversity and inclusivity. We will only collect sensitive information of this nature with your consent or unless otherwise permitted by the law. Consent to collect sensitive information may be provided to us directly or to our third party research provider. We always provide an option for our research participants to opt out of answering questions about sensitive matters and to not provide this information.

How we collect and hold your personal information

We collect personal information in various ways, including via telephone, our website, email, online or written responses to surveys, and research interviews or focus groups conducted face to face or by video conference.

When you choose to deal with us directly, we will collect this information from you. We may also collect your personal information from a third party, for example, where our research relates to insights about a family unit. We will always advise our research participants when research we are conducting may relate to family or friends.

Personal information collected for the purposes of providing market research services and conducting our own research activities is held securely, in a variety of digital (video and audio) and hard copy formats, to meet the needs of our clients. Records containing personal information are protected with the security measures referred to below.

The information we collect and handle is usually de-identified information. You will always be given an opportunity to opt in to collections of personal information that may identify you, for example collection that occurs during a research interview or focus group format.

What do we do with your personal information?

We collect, hold, use and disclose the personal information that we collect to conduct market research studies and analyse the results. This includes, but is not limited to:

- Recruitment of participants to our, and to our clients', research activities;
- Communicating with research participants;
- Gathering data, insights and opinions about consumer preferences and experience;
- Sharing findings, trends and insights identified through our research with our clients and stakeholders and to prepare research reports in accordance with the approach noted below; and
- Contacting you about future market research studies and opportunities, unless you have opted-out of receiving these communications.

We will inform you at the beginning of any research if the research findings will be reported anonymously, or if you will be personally identified. You will be informed of the purpose and the recipient of the identifiable research information and we will seek your consent before any personally identifiable information is disclosed.

We do not disclose your personal information to third parties without your consent, except where required or authorised by law.

The information collected in connection with our research activities is never sold or shared with third parties, for commercial purposes, without your prior written permission. We may invite some research participants to be part of our consumer modelling projects. If you agree to be part of our project, we will share the information that we have collected about you with a third-party data management platform. The information will be used for analytical purposes.

In some circumstances, and for some of our clients, your data may be sent overseas for the purposes of fulfilling the requirements of a specific project. This will be made clear to research participants and they will have the opportunity to withdraw consent and not participate in those projects.

How do we protect your personal information?

We take the security of your personal information seriously and have implemented technical and organisational measures to protect against unauthorised access, disclosure, alteration, or destruction. We use secure servers, encryption, and other security protocols to protect your data.

Your rights

As a research participant, you may request access to and correction or deletion of, your personal information.

You can contact us at any time to request access, correction or deletion of your personal information. You may also opt-out of being contacted about future market research studies.

We will consider your request as soon as possible. If we are unable to action your request we will discuss this with you.

If you have an enquiry or a complaint about our handling of your personal information, please contact:

BDA Marketing Planning, Privacy Officer
officemanager@bdamarketing.com.

If you are not satisfied with our response, please let us know. Alternatively, you can make a complaint to the Office of the Australian Information Commissioner at www.oaic.gov.au.

Changes to this Privacy Policy

We may update this Privacy Policy from time to time. Any changes will be posted on our website.