

## Whereto Privacy Policy

Whereto Research (ABN 65 605 178 603 / ACN 605 178 603) respects and upholds your rights under the Australian Privacy Principles contained in the Privacy Act 1988 (Cth), Privacy (Market and Social Research) Code 2014 and State and Territory Government privacy legislation. For more information about the Privacy Act, the Australian Privacy Principles, the Code and Australian State and Territory Government privacy legislation go to [www.oaic.gov.au](http://www.oaic.gov.au).

This Privacy Policy for Whereto Research 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.

Last modified March 2021.

**Your personal information:** The information we collect may include name, age, gender occupation, income, and feedback about services, etc. When providing personal information you may have the option of remaining anonymous or using a pseudonym.

We may also collect sensitive information, including racial or ethnic origin, health information, etc. Sensitive information will only be collected with your prior consent and if it is directly related to, or reasonably necessary for, the research we conduct.

**How we use your personal information:** Personal information is not used in analysis and reporting unless you have given specific permission otherwise.

We will not use or disclose your personally identifiable information for the purpose of advertising, promotions or direct marketing activities. If you declined to participate in our research, we may use your personal information to re-contact you if we have valid reasons to believe this is needed. If you have participated in our research, we will only re-contact you if you were informed of this or if we have valid reasons to believe this is needed.

**Openness:** You can request access to personal information we hold about you by contacting the Privacy Officer at the address below. Where we hold information that you are entitled to access, we will 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. 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.

**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, then we ask that you contact us immediately using the following contact details: Whereto Privacy and Professional Standards Officer, [info@wheretoresearch.com.au](mailto:info@wheretoresearch.com.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 by:

1. 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): +61 2 9284 9749
2. TTY: 1800 620 241 (this number is dedicated to the hearing impaired only, no voice calls)
3. TIS: Translating and Interpreting Service: 131 450 (If you don't speak English or English is your second language and you need assistance and ask for the Office of the Australian Information Commissioner)
4. Post: GPO Box 2999 Canberra ACT 2601
5. Fax: +61 2 9284 9666
6. Email: enquiries@oaic.gov.au

**Retention and destruction of personal information:** Where to will destroy or de-identify your personal information as soon as possible once it is longer needed for the purpose for which it was collected. However, we may be required by law to retain your personal information after your relationship with us has expired. 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.

**Security of information:** Where to will take reasonable steps to protect your personally identifiable 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, 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 this website may not be secure, and therefore take special care in deciding what information you send to us via e-mail. You will be contacted if a data breach occurs that involves your personal information.

**Where to website:** When visiting our 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 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 site is to candidates; the type of browser used – this is important for browser specific coding
- in order to optimize the website and better understand it's 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).