

Privacy Policy

Version September 2016

At Stokes Mischewski Pty Ltd ACN 120 795 306 trading as SMPR (“SMPR”) we are committed to protecting your personal information. This policy describes how we handle personal information we collect.

UPDATES TO THIS POLICY

We may review and update this policy from time to time to take account of new laws, technology, changes to our operations, and the changing business environment. Updates will be published on our website.

HOW WE COLLECT AND USE PERSONAL INFORMATION

MARKET RESEARCH

What personal information do we collect?

We conduct research in a manner consistent with the Code of Professional Behaviour of the Australian Market and Social Research Society. Participation in all aspects of market research is voluntary.

We collect personal information in the course of a research activity such as a telephone or online survey, questionnaire, focus group or interview. This information may include contact details (e.g. names, phone numbers, email addresses, postcodes), basic demographics (e.g. age, gender, occupation) and other information relating to individuals’ behaviour, needs, attitudes, opinions and motivations. We may sometimes take photographs, audio or video footage of research activity but only with participants’ consent. We will only collect sensitive information from you if this is required for research purposes and only with your consent.

Sometimes, we conduct research with our clients’ customers. In these cases, our clients may give us a list of individuals so that we can contact them to invite them to participate in the research. We may also collect personal information from organisations that recruit participants for research activities.

As researchers, we are not concerned with the identity of the person who provided the information. Usually, information about any individual respondent is combined with the information collected from other participants in the research study and reported in aggregate in a de-identified format.

We generally remove identifying information as soon as the research study is complete or the information is no longer needed.

For what purposes do we use this personal information?

We use information collected from research respondents for research purposes. This means that we use it to investigate the behaviour, needs, attitudes, opinions, motivations or other characteristics of a population or part thereof. We do this in order to provide accurate and timely information and advice to government, commercial and not-for-profit organisations about issues relevant to their activities to support their decision-making processes. Input by individuals into these decisions is important, and the more people that participate, the more the results we obtain truly reflect the spectrum of Australian society.

We may also use the information for quality control or validation of research, administration of prize draws or competitions that are offered to research participants or to invite you to participate in follow-up research.

If you do not provide personal information requested, you may not be able to participate in the research, a competition or other activities.

With whom do we share information?

We will share your personal information with our contractors, service providers, venues where we conduct research activities and business partners including as more specifically described below, or as required by law, and only for the above (or related) purposes.

Sometimes, we pass the information we collect to other research organisations. These organisations might carry out research activities that are essential to the research process. These activities might include: quality control activities, and contacting people by phone or email to ask them to participate in research activities.

Occasionally, the client organisation that commissioned the research may wish to see or obtain copies of some of the information we collect for their project including photographs, audio or videos and if requested we share this information with the client.

We use a software as a service provider for the creation and distribution of online surveys and related services. Survey data (and personal information) is hosted on these servers. The servers are located in Sydney. By participating in the survey, you consent to our handling of your information in this way and agree that we are not responsible for any privacy breach by the service provider.

OTHER BUSINESS COLLECTIONS

What personal information do we collect?

We may collect personal information for our other business activities such as client engagements, interactions with suppliers, responding to general business enquiries, recruitment activities or resolving complaints. This information is generally only contact information (name, address, email and telephone numbers) collected directly from you or someone you have permitted to provide it to us. If the information is provided for recruitment purposes, we might collect more detailed information about you that is relevant for assessing your suitability for a position with us. If you do not provide the information required, we may not be able to respond or interact with you or, in the case of recruitment, to consider your application.

Also, if you use our website we will record your contact details, which may include your name, email address, address and phone number, if you provide them to us (for example, by sending them to us in an email or completing an online form). We will use your personal information to deal with your specific enquiry. If you do not provide this information we may not be able to respond to your enquiry.

For what purposes do we use this personal information?

We will only use the information provided for the purposes for which it was collected unless you have consented to us using, or would reasonably expect us to use, the information for a different purpose or as permitted by law.

Your contact details, including email address, may be added to our mailing list and used for direct marketing purposes, in which case an opt-out statement and facility will be available.

With whom do we share information?

Personal information collected for these purposes will only be disclosed to our personnel, contractors, suppliers, service providers, business partners, recruiters, referees or others as you would reasonably expect for the above (or related) purposes and only otherwise disclosed as required by law.

SOCIAL NETWORKING

If you communicate with us through a social networking service such as Twitter or Linked In, the social network provider and its partners may collect and hold your personal information overseas. This is not controlled by us and you should review their privacy policies.

OUR WEBSITE PRACTICES

Our website may use cookies. When you look at our website, our internet server may record the following information for statistical and analysis purposes and to improve our website:

- your server address
- your top level domain (for example .com, .gov, .net etc.)
- the pages you accessed and the documents downloaded
- the previous site you have visited
- the type of web browser you are using.

This information is however anonymous.

Links to other websites

Our website may include links to other websites that are operated by third parties. We are not responsible for the content or operation of those websites or for any products, services or information contained in them or offered by them. You should review the privacy policy and terms and conditions of use of those websites when you visit them.

HOW DO WE STORE AND SECURE INFORMATION?

We take reasonable steps to protect all information which we hold from misuse, interference and loss, and from unauthorised access, modification or disclosure. However, as the transmission of data over the internet is not totally secure, we cannot guarantee the security of your data during transmission.

All personal information held electronically is kept on secure servers and protected by firewall security systems. We may also hold some personal information in hard copy. This may include recordings of focus groups, validations, consents, invoices and business cards. This information is subject to restricted access.

ANONYMITY

If it is lawful and practicable we will give individuals the option of not identifying themselves, or using a pseudonym. This may not always be possible.

ACCESSING YOUR PERSONAL INFORMATION, OTHER ENQUIRIES OR COMPLAINTS

If you wish to access the personal information we hold about you or you think that your personal information is inaccurate and needs correction, please contact us at the address below. We will take reasonable steps to keep your personal information accurate, complete and up-to-date. If you have a complaint concerning your privacy please also contact us. Any complaint will be investigated by our Privacy Officer and responded to in a timely manner.

Contact details

All privacy-related enquiries or complaints should be directed to:

The Privacy Officer
SMPR
5/1 Danks St
Waterloo NSW 2017
Australia

Email: info@smpr.com.au (please mark emails attention to The Privacy Officer)