

# Privacy Policy

## Introduction

Farron Research Group Pty Ltd (ABN 40 657 713 061) respects and upholds your rights under the Australian Privacy Principles (“APPs”) contained in the Privacy Act 1988 (Cth) (“Privacy Act”). We are also bound by the ADIA *Privacy (Market and Social Research) Code 2021*, an industry code registered under the Privacy Act. A copy of the Code is available at <https://www.oaic.gov.au/privacy/privacy-registers/privacy-codes-register/privacy-market-and-social-research-code-2021>.

This Privacy Policy 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.

Farron Research Group is committed to respecting and protecting your privacy. We have structured our website so that, in general, you can visit Farron Research on the web without identifying yourself or revealing any personal information.

Once you choose to provide us personally identifiable information (any information by which you can be identified), you can be assured that it will only be used to support your customer relationship with Farron Research Group.

This statement is not applicable to any websites linked to from Farron Research Group, which must maintain their own Privacy Statements.

This statement regarding the privacy of the personally identifiable information you provide online covers the five foundation principles of fair information: Awareness, Choice, Accuracy & Access, Security, and Oversight.

## Awareness

Farron Research Group provides this Online Privacy Statement to make you aware of our privacy policy, practices and of the choices you can make about the way your information is collected and used. For ease of access, we make it available on our homepage as part of the Privacy tab at the bottom of the page.

### **What personal information about you does Farron Research Group collect and hold?**

The information we collect will include data, insights, personal or professional interests, demographics, lifestyle, and more detailed contact information. e.g. name, address, contact details.

We will not collect sensitive personal information from you revealing racial or ethnic origin, political opinions, religious or philosophical beliefs, association membership, or details of health, disability or sexual activity or orientation.

Exceptions to this include:

- where you have given express consent to Farron Research Group to do so;
- where there are reasonable grounds to believe that disclosure is necessary to prevent a threat to life or health;
- the use is authorised by law or reasonably necessary to enforce the law; or
- when the information is necessary for the establishment, exercise or defence of a legal claim.

### **How does Farron Research Group collect and hold your personal information?**

Farron Research Group will generally collect your personal information directly from you while managing the database, this is done via various methods including but not limited to; links to our platform to update your details as you see fit, information provided in online surveys, information collected over the phone or via email communication.

All personal information collected is stored on our secure platform Jobs On Time on servers within Australia. If in the course of conducting our business we rely on third party service providers to host or store the data we collect who are located overseas, the names and locations of those suppliers will be provided to you insofar as is reasonably practicable.

### **What are the purposes for which Farron Research Group uses handles and discloses your personal information?**

We will only use and disclose your personal information for the purpose of conducting our business in accordance with this Privacy Policy.

Farron Research Group will use your information for the following:

- Invite you to take part in suitable research sessions.
- To communicate with you about your past/current/future sessions.
- We will only request your banking details if Farron Research Group are responsible for paying your remuneration. These details are deleted once the transaction has been processed for security purposes.
- With your permission data provided by you in surveys may be passed on to our end clients for sessions you are applying for to determine eligibility for research purposes and only used internally.

### **Who will Farron Research Group disclose your personal information to?**

Farron Research Group will not sell, rent, or lease your personally identifiable information to others without your consent.

Unless we have your permission or are required by law, we will only share the personal data you provide online with other Farron Research Group entities and/or business partners or clients who are acting on our behalf for the uses. Such Farron Research Group entities and/or business partners or clients including those in other countries, are governed by our privacy policies with respect to the use of this data and are bound by the appropriate confidentiality agreements.

If we wish to use any of this personal information, information, or data for any purpose other than those specified above, we will not do so unless we have your express consent to do so.

From time to time, we may also use your information to contact you to provide you with research panel or special offer information we think would be of particular interest. At a minimum, we will always give you the opportunity to opt out of receiving such direct marketing or technical updates. We will also follow local requirements, such as allowing you to opt in before receiving unsolicited contact, where applicable. We will also take reasonable steps to ensure any service providers (and their employees and contractors) comply with the Privacy Act and this Privacy Policy and/or are subject to similar privacy laws and you have the ability to enforce those rights.

Exceptions to this include:

- Where there are reasonable grounds to believe that disclosure is necessary to prevent a threat to life or health;
- Where Farron Research Group suspects that unlawful activity is or has been engaged in and uses the personal information, or data to investigate the suspected unlawful activity; or
- The use is authorised by law or reasonably necessary to enforce the law. These uses may include where Farron Research Group is required to provide information in response to subpoenas or warrants or other legal processes including requests from the Australian Stock Exchange.

### **Choice**

Farron Research Group will not use or share the personally identifiable information provided to us online in ways unrelated to the ones described above without first letting you know and offering you a choice. As previously stated, we will also provide you the opportunity to let us know if you do not wish to receive unsolicited direct materials (technical, marketing or other) from us and we will do everything we can to honour such requests. Local country laws and policies are applied where they differ from those in Australia.

Your permission is always secured first, should we ever share your information with third parties that are not acting on our behalf and governed by our privacy policy.

### **Accuracy & Access**

Farron Research Group strives to keep your personally identifiable information accurate. We will provide you with access to your information, including making every effort to provide you with online access to your registration data so that you may view, update, or correct your information at the Farron Research Group site where it was submitted. To protect your privacy and security, we will also take reasonable steps to verify your identity before granting you access or enabling you to make corrections. To access your personally identifiable information, return to the web page where you originally entered it and follow the instructions on that web page. Certain areas of Farron Research Group's websites may limit access to specific individuals through the use of passwords and through providing personal data.

Links to third party websites on the site are provided solely as a convenience to you. If you use these links, you will leave the Farron Research Group site. Farron Research Group has not reviewed all third-party sites and does not control and is not responsible for any of these sites, their content, or their privacy policy. Thus, Farron Research Group does not endorse or make any representations about them, or any information, software or other products or materials found there, or any results that may be obtained from using them. If you decide to access any of the third-party sites linked to this site, you do so at your own risk.

### **Security**

Farron Research Group is committed to ensuring the security of your information. To prevent unauthorised access or disclosure, maintain data accuracy, and ensure the appropriate use of information, we have put in place appropriate physical, electronic, and managerial procedures to safeguard and secure the information we collect online. We use appropriate encryption when collecting or transferring sensitive data.

## **Oversight**

Farron Research always will strive to ensure the accuracy of the information it has on file related to our Panel Members. We will however rely on our Panel Members to keep us informed of changes to contact details.

## **Panel T&C's**

### **Children's Privacy**

The safety of children is very important to us. We ask that children under the age of 18 have a parent or guardian verify their membership application with Farron Research Group. Whilst Farron Research Group will make every reasonable effort to ensure that children's privacy and other rights are not compromised, it is ultimately the responsibility of parents to monitor their children's internet usage.

What else you should know about privacy:

Remember to close your browser when you have finished your user session. This is to ensure that others cannot access your personal information and correspondence if you share a computer with someone else or are using a computer in a public place like a library or internet cafe. You as an individual are responsible for the security of and access to your own computer.

Please be aware that whenever you voluntarily disclose personal information over the internet (for example: in discussion forums, via email, or in chat sites) that this information can be collected and used by others. In short, if you post personal information in publicly accessible online forums, you may receive unsolicited messages from other parties in return. Ultimately, you are solely responsible for maintaining the secrecy of your username and passwords and any account information. Please be careful and responsible whenever you are using the internet.

## **Questions & 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 Code, then we ask that you contact us immediately on 02 9651 4660 or [office@farronresearch.com.au](mailto:office@farronresearch.com.au)

## **Retention and Destruction of Personal Information**

We keep your information for as long as you are an active member. If you no longer want to participate you can unsubscribe at any time. To unsubscribe go to the "Settings" menu in your personal account area.

Farron Research Group will destroy or de-identify your personal information as soon as practicable once it is no longer needed for the purpose for our business.

## **Miscellaneous**

In this policy "personal information" and "sensitive information" has the same meaning as under the Privacy Act. This policy is effective from 8 March 2024. We may change this policy from time to time. Although we intend to observe this Privacy Policy at all times, it is not legally binding on Farron Research Group in any way. From time to time we may regard it as necessary or desirable to act outside the policy. Farron Research Group may do so, subject only to any other applicable contractual rights you have and any statutory rights you have under the Privacy Act or other applicable legislation.