

APP Privacy Policy – February 2014

amr takes its obligations under the Australian Privacy Principles (APP) very seriously, and it guarantees that any personal information (which can be used to identify you) will not be provided to any other party without your consent.

amr abides by the Australian Market & Social Research Society's Code of Professional Behaviour and the Australian Privacy Principles (APP).

Collection, Use and Disclosure of Information

amr collects personal information for research purposes only. We will NOT use your personally identifiable information to advertise, promote, or market goods or services to you.

Personal information is collected for research purposes only and on a voluntary basis. Typical research activities during which we collect personal information may include telephone or online interviews, one-on-one face interviews or focus groups. Personal information collected usually comprises of, but is not limited to, demographics, such as age and gender, geography, such as location, and may also include attitudes, behaviours and needs. Information provided will only be used for the purposes it was provided for unless agreed otherwise with you.

amr does not sell or transfer the personally identifiable information collected from the individuals that take part in our surveys. Please rest assured we do not provide your details to external parties for their advertising and marketing or contact list creation purposes.

amr does not disclose personal information to overseas recipients without your express consent.

Personal Information may be disclosed for research purposes and as otherwise required by law, to:

- Employees
- Companies which are part of amr
- Contractors or subcontractors engaged by amr for research (for example for fieldwork, data processing, respondent recruitment or focus group moderators)

Security

amr has made all reasonable efforts to protect personal information we hold from misuse, interference and loss, from unauthorised access, modification or disclosure. All data is stored securely and protected by restricted access to networks and systems as well as the physical location. Firewalls are in place to ward off online intrusions. Data can further be protected through encryption and password protection. All AMR staff sign a confidentiality and non-disclosure agreement.

Access to personal information

You have a right to access personal information we hold about you. To request access, please contact our Quality Manager in writing with as much detail as possible as to when the information was provided and to whom or as part of which study. This will help us to process your request faster.

We will acknowledge your request within 72 hours during business hours and endeavour to provide access within 30 working days. We will inform you in writing where this is not possible and provide a reason.

If you make an access request, amr will ask you to verify your identity and specify what information you require.

If you would like to update your information, we may require you to provide evidence to support the change request.

Enquiries

For any queries or concerns about AMR's Privacy Policy, or if you wish to make a complaint about how amr handled your Personal Information, please contact our nominated Privacy Officer, using the contact details below:

Quality Manager

amr
Level1, 72 Christie Street
St Leonards NSW 2065

Email: Quality.Manager@amrsydney.com.au