



This Market Access Privacy Policy (MAPP) constitutes market access's privacy policy. It outlines how market access protects your privacy rights and upholds its obligations under privacy law, when handling your personal information.

This MAPP 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 how to change inaccurate personal information and how to opt out of receiving communications from us.

Market Access respects and upholds your right under the Australian Privacy Principles (APP's) contained in the Privacy Act 1988 (Cth) and also adheres to the Privacy (Market and Social Research) Code 2021 (Code).

For further information please select a link below.

INFORMATION

Market Access collects both personal and sensitive information as part of its regular research and evaluation activities. These terms are used in the Privacy Act and APP and are explained below.

As part of our research and evaluation it is probable that in some instances we will collect your personal information. The Privacy Act defines personal information as:

'information or an opinion, whether true or not, and whether recorded in a material form or not, about an identified individual, or an individual who is reasonably identifiable.'

According to OAIC:

'Common examples are an individual's name, signature, address, telephone number, date of birth, medical records, bank account details and commentary or opinion about a person.'

Depending on the nature of the research we may also collect sensitive information from you. According to OAIC APP Guidelines:

'Sensitive information is a subset of personal information and is defined as

- *information or an opinion (that is also personal information) about an individual's:*
 - *racial or ethnic origin*
 - *political opinions, membership of a political association*
 - *religious beliefs or affiliations*
 - *philosophical beliefs*
 - *membership of a professional or trade association, membership of a trade union*
 - *sexual orientation or practices*
 - *criminal record, and*
 - *health information about an individual, genetic information (that is not otherwise health information)."*

Sensitive information will only be collected with your prior consent and only if it is directly related to, or reasonably necessary, for the research we conduct.



COLLECTION

Market Access only collects and holds information that is necessary for the project being undertaken.

Market access may collect your personal and/or sensitive information directly from you in the course of you participating in our research and/or evaluations.

We may also from time to time receive personal and/or sensitive information about you from third parties for the purpose of conducting social research on behalf of that organisation.

We may also collect personal information from public phone directories, commercial or consumer listings, data organisations and respondent recruitment agencies.

We may also collect personal information if you are expecting a response from us. For example, if you have questions about a specific social research project or if you wish to make a privacy complaint.

USE

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

We will not use or disclose your personal information for the purpose of advertising, promotions or direct marketing activities.

If you have participated in our research, we will only re-contact you if you were informed of this prior to collecting your personal information or if we have valid reasons to believe a genuine research concern warrants such re-contact.

DISCLOSURE

We will not disclose outside of the research team, any personal information to a third party for a purpose other than conducting our research, unless we have your express prior consent or are required to do so by law or court/tribunal order.

In conducting research and evaluation, we may rely on third party service providers to host or store the data we collect. We take all reasonable steps to ensure that third party service providers comply with (or are substantially similar to) our MAPP, the Privacy Act and the APPs and we put safeguards in place to ensure your Personal Information remains protected.

OPENNESS

You have the right to request access to any personal information we hold about you. You can request this information by contacting the Privacy Officer at the details listed below. Where we hold information that you are entitled to access, we will respond to your request in a reasonable time and endeavour to provide you with a suitable range of choices as to how access is provided.

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.



DATA PROTECTION AND DATA SECURITY

market access 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, you should keep in mind that the transmission of information over the Internet is never completely secure or error-free. In particular, e-mail sent to or from this website may not be secure, and you should therefore take special care in deciding what information you send to us via e-mail.

DATA DISPOSAL

market access will destroy or de-identify your personal information as soon as reasonably practicable once it is no longer required to complete the research project for which it was collected. However, we may in certain circumstances be required by law to retain your personal information after our research has been completed. 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.

QUESTION OR COMPLAINT

For information about the Privacy Act, the APP and the Code please visit the Office of the Australian Information Commissioner (OAIC) website: www.oaic.gov.au.

For information about the Privacy Act, APP's and the Code as they apply to market research you can visit ADIA at www.dataandinsights.com.au.

Source information about each of the elements implemented to protect your privacy is available as outlined below:

- The Privacy Act 1988 (Commonwealth)
 - <http://www.oaic.gov.au/privacy/privacy-act/the-privacy-act>
- Australian Privacy Principles
 - <https://www.oaic.gov.au/privacy/australian-privacy-principles/read-the-australian-privacy-principles>
- The Market and Social Research Privacy Code – 2021
 - https://dataandinsights.com.au/wp-content/uploads/2021/07/ADIA-The-Privacy-Market-and-Social-Research-Code-2021-Member-Version_FINAL.pdf

If you have any questions about the MAPP 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, the APPs or the Code, then we ask that you contact us immediately using the following contact details:

Privacy Officer

Market Access Consulting and Research

(61) 419341831

privacy@marketaccess.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:

- 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
- TTY: 1800 620 241 (this number is dedicated to the hearing impaired only, no voice calls)
- 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)
- Post: GPO Box 5218 Sydney NSW 2001
- Fax: +61 2 9284 9666
- Email: enquiries@oaic.gov.au

WEBSITE

When visiting the market access 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 to market access 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 market access site is to candidates; the type of browser used – this is important for browser specific coding; and
- in order to optimize the market access web site 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 web site 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). Our website does not use persistent cookies. Upon closing your browser the session cookie set by this web site is destroyed and no personal information is maintained which might identify you should you visit our web site at a later date.

OTHER

This policy is effective from the date of publication June 2023. This policy will be reviewed periodically and may be updated from time-to-time. Although we intend to observe this MAPP at all times, it is not legally binding on market access in any way. From time to time we may regard it as necessary or desirable to act outside the policy. Market access 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.

All information provided on this website is for use of a general nature only and is not intended to be relied upon as, nor to be a substitute for, specific professional advice. No responsibility for loss occasioned to any persons acting on or refraining from action as a result of any material in this publication can be accepted.



TERMINOLOGY

The following terminology and abbreviations are used throughout this policy.

Market Access - Market Access Consulting and Research Pty Ltd (ACN 74 071 168 744)

Privacy Act - The Privacy Act 1988 (Commonwealth)

MAPP - Market Access privacy policy

APP - Australian Privacy Principles

Privacy Code - Privacy (Market and Social Research) Code 2021

MSR Code - Privacy (Market and Social Research) Code 2021

Code - Privacy (Market and Social Research) Code 2021

OAIC - Office of the Australian Information Commissioner

ADIA - Australian Data and Insights association

TRS - The Research Society