

## Privacy Policy

This privacy policy (“Policy”) outlines our data collection, storage, usage and disclosure policies. By using the Site and / or by signing up as a Member or by using any service provided via the Site, you consent to the collection and use of your Survey data and personal information as set out in this Policy. Terms defined in this Policy will have the same meaning given to those terms in the [Terms and Conditions](#), unless otherwise defined in this Policy.

### *Collection of information*

Information collected through the Site may include personal information about you. The information collected by us may include personal information you provide to us by submitting information through any method on this Site, including by registering as a Member and participating in Surveys. We may also collect aggregated information generated by our systems, which tracks traffic to our Site but does not relate to you personally.

### *Consequences for failure to provide*

Failure to provide necessary personal information when requested may result in us not being able to complete your registration as a Member or provide you with the benefits available to you as a Member.

### *Use of information*

The personal information you provide may be used by us (and our employees, officers, agents, contractors and affiliates) to:

- (a) carry out research, including market research and surveys;
- (b) assist us in the provision of our products and services provided to you and others and improving those products and services by tailoring them to meet yours and other’s needs;
- (c) provide you with further information about us or other Sites or goods or services offered by us or our affiliates or which we consider may be of interest to you;
- (d) keep the Site relevant and of interest to users;
- (e) show you advertising and information that is most relevant to you and your interests;
- (f) undertake analysis in aggregate form (identifiable characteristics removed so that you will remain anonymous); and

- (g) achieve any other purpose which is stated to you at the time of collection or that you otherwise authorise.

### *Information Sharing and Disclosure*

In relation to personal information we:

- (a) may disclose information about you, including your personal information, to our affiliates (which means any related company or any person or other entity which directly or indirectly controls, is controlled by or is under common control with us) for the purposes set out in the section "Use of Information" above or to any third party where you have consented to such disclosure;
- (b) may disclose information about you, including your personal information, to our agents, contractors and suppliers to enable them to provide services and products to us in relation to the Site including hosting services and support services; and
- (c) reserve the right to disclose your personal information when we believe it is appropriate to comply with the law, facilitate court proceedings or to protect our rights.
- (d) may share the aggregated results of our market research and information about our Member base with our contractors, affiliates, partners and other third parties. However, you will not be personally identifiable from such information.

### *Data Storage and Security*

Any personal information that you provide to us through the Site will be collected and held by our software provider Vision Critical, located at 200 Granville Street, Vancouver, British Columbia, Canada. [Vision Critical](#), through [Camorra Research Limited](#) (NZ Company Number 1522072), provide certain services to us in relation to the Site and the Panel. Vision Critical and Camorra Research Limited will only use your information to analyse and report survey results to us.

We will take reasonable technical and organisational precautions (including complying with generally accepted industry standards) to prevent the loss, misuse or unauthorised alteration of your personal information. However, no method is completely secure, and while we take all reasonable measures we cannot ensure or warrant the security of any information we collect from you. You are responsible for ensuring your Internet browser and computer system are secure (including, but not limited to, free and secure from viruses) and can support any security measures we use to protect your personal information. Sensitive information is encrypted using SSL technology.

### *Data Access and Correction*

Under the [Privacy Act 1993](#) you have rights of access to, and to request correction of, personal information that we hold. This Site has functionality to access, change and update your personal information

### *Commercial electronic messages*

If you provide us with electronic contact details, you agree that we may send you commercial electronic messages (e.g. emails) for any of the purposes set out in this Policy.

### *Opting in and Opting Out*

You may opt out as a Member when you are logged in to the Site or by clicking the unsubscribe link in any email sent to you.

### *Business Transitions*

In the event of a change in ownership of all or a portion of Camorra Research Limited, its affiliates or the Site, your user information may be transferred to the new owner so that the Site can continue operations. In this event, your information would remain subject to this Policy.