Privacy Policy

Introduction

This Privacy Policy for Millward Brown Australia 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.

What personal information about you does Millward Brown Australia collect and hold?
The information Millward Brown Australia collect may include your name, date of birth, occupation, salary, your opinions and feedback in relation to products, brands etc. When providing personal information you have the option of remaining anonymous or use a pseudonym to be identified by. However, in certain circumstances, such as where we receive your contact details from a third party or where the research data itself may potentially allow for identification, this may will not be practicable.

Depending on the nature of the research we conduct, we may also collect sensitive information from you, including e.g your political opinion, health information etc. 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.

How does Millward Brown Australia collect and hold your personal information?
Millward Brown Australia will generally collect your personal information directly from you in the course of you participating in our research and/or surveys. However, we may also from time to time collect personal information about you from third parties, such as client supplied data lists. If so, we will inform you as soon as practicable of this collection and the circumstances of this collection.

We may also collect personal information from promotional events or trade fairs. This may be in the form of a stand at marketing or market research trade fairs.

What are the purposes for which Millward Brown Australia uses, handles and discloses your personal information?
We will only use and disclose your personal information for the purpose of conducting our research and in accordance with this Privacy Policy. We will not use or disclose your
personally identifiable information for the purpose of advertising, promotions or direct marketing activities. If you declined to participate in our research, we may use your personal information to re-contact you for a research purpose if we have valid reasons to believe a genuine research concern warrants such re-contact. If you have participated in our research, will only re-contact you if you were informed of this or we have valid reasons to believe a genuine research concern warrants such re-contact.

Who will Millward Brown Australia disclose your personal information to?

Millward Brown Australia will not disclose any personally identifiable research information we collect from you unless we have your express prior consent and will only report the information you provide in an aggregate form that will not personally identify you. We will not disclose any personal information or personally identifiable research 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 an Australian law or court/tribunal order.

In the course of conducting our research we may 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 are:


2) IMRB (Indian Market Research Bureau), which is based in Mumbai, India. IMRB is a part of WPP (Wire & Plastic Products), that owns Kantar, of which Millward Brown is part of that group of companies. IMRB, co-members of the Kantar Group, for data processing, scripting and charting, where deemed appropriate.

In most cases, this survey data and research information will not be personally identifiable. 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.

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 (eg, emailing or mailing it to you). A fee may be charged to cover the cost of retrieval. However this fee will not be excessive and will only apply to the facilitation of your request.
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.

**Questions and 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, the APPs or the Code, then we ask that you contact us immediately using the following contact details:

Privacy Officer  
Mark Goodison, mark.goodison@millwardbrown.com, 03 92115101

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 2999 Canberra ACT 2601  
Fax: +61 2 9284 9666  
Email: enquiries@oaic.gov.au

**Retention and destruction of Personal Information**

Millward Brown Australia will destroy or de-identify your personal information as soon as practicable once it is longer needed for the purpose for our research purposes. 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.

**Security of Information**

Millward Brown Australia 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 not 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.

**Miscellaneous**
In this policy "personal information" has the same meaning as under the Privacy Act.

This policy is effective from 14 July 2015. 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 Millward Brown Australia in any way. From time to time we may regard it as necessary or desirable to act outside the policy. Millward Brown Australia 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.