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# PRIVACY STATEMENT

From 21 December 2001, Government and private organisations are bound by new sections of the Commonwealth Privacy Act 1988. These new sections set out a number of principles concerning the protection of personal information. While Data Analysis Australia is not obligated to adhere to the requirements of the Privacy Act, it is bound by the National Privacy Principles in the legislation. Data Analysis Australia also adheres to the ethical policies regarding the conduct of research and analysis specified by professional societies of which consultants are members.

## Protection of Personal Details

The only personal information that Data Analysis Australia holds of its own clients are business contact details, which are only used for the purposes of conducting business with our clients. However, as a research and consultancy organisation, Data Analysis Australia is often contracted by our clients (who are also bound by the Privacy Act or National Privacy Principals) to collect or analyse data that may include personal information. Following are the measures, practices and protocols observed by Data Analysis Australia when handling personal information:

- Only information specific to the research objective is collected or obtained.
- The purpose of the research and requirements for personal information will be clearly communicated to the respondent. The purpose of the collection is clearly noted on any survey instruments or data collection forms.
- The collection of sensitive information is treated with care and respect of the individual.
- Respondents have the right to control their participation in any surveys or interviews, and may decide what information they provide.
- Contact details of respondents made available to Data Analysis Australia and any sub-contractor appointed to undertake fieldwork will be used for that purpose only.
- Personal information is not sold or released to unauthorised third parties.
- Personal information is not handed to the client without the prior notification or permission of the respondents.
- Information provided to the client or authorised third parties will protect the identity of individuals. Data, summaries of data or analyses provided to clients will not identify individuals unless respondents have authorised this release.
- Measures will be taken to ensure that it will not be possible for clients or authorised third parties to re-establish links in data or information provided by Data Analysis Australia for the purpose of identifying individuals.

## Data Security

Data Analysis Australia has undertaken an internal audit of security risks and has taken measures to minimise the opportunity of unauthorised access to personal information held within the company. A Security Policy has been developed and incorporated into Data Analysis Australia's standard procedure manual, which documents the measures, practices and procedures implemented to reduce the identified risks to security. All staff are aware of the Security Policy and are trained in its implementation.

## Contacting Us

If you have further queries regarding personal information or wish to lodge a complaint about a breach of privacy, please contact our Privacy Officer at Data Analysis Australia.