

Fifth Dimension Research and Consulting (5D) abides by the [AMSRO Privacy \(Market and Social Research\) Code 2014](#) and the [Australian Privacy Principles \(APP\)](#).

The 5D privacy policy covers all personal and sensitive information collected during the course of undertaking market research that identifies or could reasonably identify a person, this includes (but is not limited to) name, age, DOB, contact details, customer reference number, photographs, video and audio recordings. Personal information may be collected direct with a research respondent or be provided by a client.

This statement regarding privacy covers four core areas:

- Purpose,
- Awareness and consent,
- Accuracy and access and
- Storage and security

PURPOSE

Personal information collected by 5D is used for research purposes only. 5D will only collect and retain personal information that is reasonably necessary for the purposes of the research for which it is being collected. Information collected by 5D is sourced from quantitative and qualitative research methodologies (e.g. online surveys, telephone surveys, depth interviews, focus groups). 5D will only use and disclose personal information for the purposes of specifically conveying the insights of a market research insight and in accordance with the M&SRPPs and APP. We will not use or disclose personal information for the purpose of advertising, promotions or direct market activities.

Where 5D is passing personal information onto a third party, individuals will be told to whom the information is being passed and for what purposes. 5D is responsible for ensuring that any personal information being passed on is used for research purposes only and that the third party agreed to conform to the requirements of this privacy principle and the M&SRPPs and APPs, this includes ensuring that the information will be used only internally for communication of the research insights and will be securely stored.

Exceptions to this include:

- Where 5D believes that the use or disclosure is necessary to lessen or prevent a serious threat to the life, health or safety of any individual, or to public health or safety.
- Where 5D suspects that unlawful activity, or misconduct of a serious nature is being or may be engaged in and disclosure is necessary to take appropriate action.
- Where 5D believes that the use or disclosure of the information is necessary for one or more enforcement related activities conducted by, or on behalf, of an enforcement body.

AWARENESS AND CONSENT

Before collecting personal information, respondents will be asked for their informed consent for this information to be collected. If information is to be passed to a third party, individuals will be advised to whom the information is being supplied and the purposes for which it is to be used.

5D will advise individuals if their personal information will be disclosed to overseas recipients, and where these recipients are located.

When personal information is transferred to third parties or overseas recipients, 5D will be responsible for ensuring that the information is used only for research purposes and that only information that is necessary for research purposes is disclosed.

ACCESS AND ACCURACY

5D will provide individuals with access to personal information that is collected and retained. Individuals are able to correct or request deletion of personal information if it is not up to date, complete, relevant or misleading. To access information please contact the Privacy Officer, we will respond to all requests within a reasonable time frame and give a range of options for accessing the information. A fee may be charged for retrieval, however this will not be excessive and will only apply to facilitation of your request.

STORAGE AND SECURITY

5D securely stores all personal information that is obtained from an individual. Personal Information on physical devices (memory keys and CD's) is stores in a secure location only accessible to Fifth Dimension. Information in electronic form is stored on secure servers available only with a secure password. We use appropriate encryption methods when transferring personal information and sensitive data.

5D will only retain personal information that is reasonably necessary for the purposes of the research for which it is being collected. Personal information will be destroyed or de-identified within three months after a research project is completed or when it is no longer required for the reason for which it was initially obtained. Personal information may be stored for longer than required at the request of the client – security for storage will be agreed with the client.

CONTACT

If you have any questions about this Privacy Policy, would like to adjust personal information you have provided or believe that we have breached the privacy policy, please use the contact details below.

Privacy Officer
Lyndall Spooner
Fifth Dimension Research and Consulting
Suite 512/ 19a Boundary St, Rushcutters Bay, NSW, 2011
(02) 9331 8837
privacy@fifth-dimension.com.au

If you are not satisfied with our responses or complaint resolution, then we suggest you contact the Office of the Australian Information Commissioner (OAIC).

Telephone: 1300 363 992
From overseas: + 61 2 9284 9749
Fax: +61 9284 9666
Post: GPO Box 5218 Sydney NSW 2001
Email: enquiries@oaic.gov.au