

## **McGregor Tan Quality and Privacy Policy**

### **Service Standards**

McGregor Tan is accredited to the highest professional industry standards (ISO 20252:2012) for the full scope of research and strategy services including customised research for consumer, social and commercial studies, as recognised by the Australian Market and Social Research Society.

### **Fieldwork Quality Management**

In conducting quantitative surveys, McGregor Tan prides itself on its national professional field force. Our interviewers are fully trained in-house and we have specialist teams of telephone, door-to-door, central location and executive interviewers.

### **Qualitative Research Management**

McGregor Tan is fully accredited for all forms of qualitative research. Qualitative research data collection includes the use of focus groups, depth interviews with executives and telephone based semi structured interviewing. The firm has a national database of up to 20,000 people across all walks of life who have expressed an interest in being part of a qualitative research project. The company has a success rate of participant attendance at focus groups of about 90%.

### **Quantitative Research Management**

Our executive team of quantitative consultants is a multi-disciplinary team highly qualified and experienced in all facets of quantitative research - questionnaire and sampling design, survey methodology development, data analysis and report writing.

Under the guidance and direction of the quantitative consultants, and the fieldwork supervisor - Jacki Wilson - you can be assured of a high standard of data collection by a survey team who have completed over a million interviews.

### **Sampling procedures**

Whether the sample required is truly random or stratified (i.e. quotas of different types of respondent are set), sampling procedures are devised and rigorously enforced to ensure that the most representative sample is obtained. Interviewers keep records of every telephone call made.

These records are used in our validation (quality control) procedures and they are also used to ensure systematic call backs are made. In general public surveys, interviewing times are restricted to evenings and weekends so that working people are properly represented.

### **Questionnaire development and pilot testing**

The questionnaire will be developed based on the program you have provided. However, we feel it is important to check the questionnaire amongst a small sample to ensure language and comprehension, flow and logic. We believe it is essential that the questionnaire is user friendly to respondents, interviewers and data analysis personnel.

### **Interviewer briefing**

Prior to the commencement of each survey, interviewers meet with the principal consultant and are personally briefed and instructed in the methodology and questionnaire content of the forthcoming study. This can take 2-3 hours and includes a role-playing exercise to ensure full understanding of the questionnaire and sampling procedure. We also find this an invaluable part of the questionnaire refining process. Interviewers are also provided with written instructions. Each interviewer's progress is monitored while the job is in the field to ensure that work is completed on time and to a consistent standard.

### **Auditing and validation**

Each research interviewer knows that his/her work will be personally validated and checked by the training manager. A minimum of 10% of each interviewer's work on each survey is checked either by a personal call or by telephone. The name, address and the telephone number of each respondent is recorded for this purpose.

### **Interviewer debriefing**

On completion of each interviewing assignment, the training manager assesses the quality of the work completed.

The quality evaluation of each interviewer assignment provides for continuous upgrading of interviewer skills and efficiency. Procedural correctness, probing on free response questions, correctness in following skip patterns are a few things on which interviewers are evaluated.

### **Method of interviewer payment**

We pay interviewers on a time and materials basis and not on a cost per completed interview. The system removes the pressure from the interviewer to complete questionnaires regardless of quality, and ensures that the interviewer who strikes a difficult area or respondent is not penalised.

## Privacy Policy

### Introduction

McGregor Tan (ABN 55 007 850 964) ("AMSRO Member") respects and upholds your rights under the Australian Privacy Principles contained in the Privacy Act 1988 (Cth) ("Privacy Act"). McGregor Tan also adheres to the Privacy (Market and Social Research) Code 2014 ("Code"). For more information about the Privacy Act, the Australian Privacy Principles and the Code click here [Privacy Act](#); [Code](#).

This Privacy Policy for McGregor Tan 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 McGregor Tan collect and hold?

The information McGregor Tan collect will include name, suburb, email address, age, occupation, 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. 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 McGregor Tan collect and hold your personal information?

McGregor Tan 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 organisations that provide list of potential candidates for the research. 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 website, in promotional activities such as promotional events and competitions, from other directly related companies, from organisers of events that organisation sponsors.

All data and information collected by McGregor Tan Research is stored on server located in Australia.

### What are the purposes for which McGregor Tan 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 McGregor Tan disclose your personal information to?**

McGregor Tan 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. However, we do not at this time do this. The names and locations of those suppliers are [insert names and locations if known. NOTE: This information must be provided unless it is impracticable to do so (i.e. cloud based architectures)] 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  
David O’Dea, General Manager, 08 8433 0200

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](mailto:enquiries@oaic.gov.au)

## **McGregor Tan Website**

When visiting McGregor Tan's web site, 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 McGregor Tan 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 the McGregor Tan site is to candidates; the type of browser used – this is important for browser specific coding
- In order to optimize the McGregor Tan web site and better understand its 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). The McGregor Tan Web site 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.

## **Retention and destruction of Personal Information**

McGregor Tan will destroy or de-identify your personal information as soon as practicable once it is no longer needed 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**

McGregor Tan 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**

### **Security of Information**

This policy is effective from 12 March 2014. 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 McGregor Tan in any way. From time to time we may regard it as necessary or desirable to act outside the policy. McGregor Tan 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.

David O'Dea  
General Manager  
21/1/2019