

PRIVACY POLICY

OVERVIEW

Parallel Data Pty Ltd ("Parallel Data") respects and upholds your rights under the Australian Privacy Principles contained in the Privacy Act 1988 (Cth) ("Privacy Act"). Parallel Data Pty Ltd also adheres to the Privacy (Market and Social Research) Code 2021 ("Code"). For more information about the Privacy Act, the Australian Privacy Principles and the Code refer to <http://www.oaic.gov.au/privacy/privacy-act/australian-privacy-principles>.

This Privacy Policy outlines how Parallel Data Pty Ltd handles any Personal Data we collect either directly or on behalf of our clients through online surveys, competitions, respondent incentive program, websites and proprietary online platforms hosted by Parallel Data Pty Ltd.

This policy describes the types of Personal Data we collect, why we collect that Personal Data, the other parties with whom we may share it, and the measures we take to protect the security of the data. It also tells you about your rights and choices with respect to your Personal Data, and how you can contact us to update your contact information or ask questions about our privacy practices.

This Privacy Policy does not apply to the processing of your Personal Data in the context of surveys administered by third parties whereby Parallel Data is not the host of the survey and the survey platform, and the survey results or survey data are and will be controlled by the host of the survey. Please refer to the relevant host's privacy policy to learn more about that host's privacy practices.

1. Personal Data We Collect About You

The information Parallel Data collects varies from project to project however can include name, date of birth, gender, occupation, salary, opinions and feedback in relation to products, brands etc. When providing personal information you have the option of remaining anonymous or using 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 not be practicable. Depending on the nature of the research we conduct directly or on behalf of our clients, we may also collect sensitive information from you, such as 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/ survey we conduct.

Parallel Data 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 sponsoring clients for the research providing a list of potential candidates for the research. If so, we ensure that we only collect personal information where each individual is aware that their information has been passed onto us prior to receiving it.

We may also collect personal information from promotional activities such as promotional events and competitions, from other directly related companies, from organisers of events that the organisation sponsors. Where applicable, we indicate whether and why you must provide us with your Personal Data, as well as the consequences of failing to do so. If you do not provide Personal Data when requested, you may not be able to benefit from a specific program if that information is necessary to provide you or if we are legally required to collect it.

2. How We Use Your Personal Data

We may use the Personal Data we obtain from or about you for a variety of purposes, including:

- a) To offer you the opportunity to participate in research activities, including to participate in surveys hosted by Parallel Data or by third parties (whether as a panel member or a non-panel member), to join a panel, or use websites and mobile applications associated with panels or surveys.
- b) To administer, manage, fulfil, facilitate entry into, and communicate about any rewards programs and other promotions on behalf of our clients and/ or their customers, including competitions offered in connection with completion of surveys and/ or panel membership.

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- c) To communicate with you or to send you notifications of your participation in a survey and tailored survey opportunities.
- d) To provide a better survey experience, including quality control, validation, tracking of completed surveys or other completed actions
- e) To ensure data safety and data security and to detect and prevent fraudulent activity
- f) As otherwise permitted pursuant to this Privacy Policy or as otherwise authorized by you.

3. How We Share Your Personal Data

We will only use and disclose your personal information for the purpose of conducting our research and in accordance with this Privacy Policy.

We may disclose the Personal Data we collect about you as described below:

- a) Our clients for market research-related purposes (including for the creation and validation of models, fraud detection and prevention, data market segmentation and database matching, and reward, incentive, or sweepstakes redemption, fulfillment and/or entry), to enable them to develop marketing campaigns, audience insights, look-alike models and/or to market third party's products/services to you, and for the purposes of identifying respondents for re-contact surveys or communications.
- b) Our client or their customers, if we believe that you have or may have violated the intellectual property rights of a third party or our Terms & Conditions.
- c) With a third party in connection with any reorganization, merger, sale, joint venture, assignment, transfer, or other disposition of all or any portion of our business, assets, or stock (including in connection with any bankruptcy or similar proceedings).
- d) As otherwise permitted pursuant to this Policy or (i) if we are required to disclose Personal Data about you by law or legal process, (ii) in response to a request from a court, law enforcement authorities, or government officials, or (iii) when we believe disclosure is necessary or appropriate to prevent physical harm or financial loss, or in connection with an investigation of suspected or actual fraudulent or illegal activity.
- e) We may allow a client to collect Personal Data directly from you. You are free to provide them with your Personal Data. In these situations, we enter into a written agreement with our clients to, among other things, limit their use of the Personal Data.

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

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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, we 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.

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 only ever our clients and their direct suppliers, if a survey is not hosted by Parallel Data you will be notified when invited to participate of where and who is collecting that particular data. In all cases of overseas data collection, 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.

4. Your Rights and How to Contact Us

You have the right to request access to any personal information we hold about you. Subject to relevant laws and/or regulations, you have the right to:

- a) Opt out of certain collection and use of your Personal Data where that data field is optional.
- b) Request your survey responses be deleted (even if the survey is a “complete”).
- c) Request access to and receive information about the Personal Data we collect about you.
- d) Withdraw any consent you previously provided regarding the processing of your Personal Data, at any time and free of charge.

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.

You can stop all collection of Personal Data and other information by us by terminating your participation in our survey or research activities. You may use the standard unsubscribe processes available on the survey or research invite. To delete all information collected by us, to exercise your rights described above please contact our Privacy Officer at Privacy_Officer@paralleldataresearch.com or call on +61 2 99435474 or submit in writing by addressing it to:

Privacy Officer, Suite 14, Level 13, 111 Elizabeth Street, Sydney, 2000 NSW, Australia

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5. Data Security, Data Retention and Data Destruction

Parallel Data will destroy or de-identify your personal information as soon as practicable once it is no 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.

For any Personally Identifying Data we receive from our clients or our providers, our data retention policy requires we delete that data within 90 days of a client notifying us that a project is closed. Data is transmitted via SSL-Encrypted websites that can be accessed only by a controlled list of users.

Parallel Data 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.

If we believe that we have suffered an eligible data breach we will notify the affected individuals and the Office of the Australian Information Commissioner (OAIC).

6. Other information

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

This policy is effective from March 2019. 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 Parallel Data Pty



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Ltd in any way. From time to time we may regard it as necessary or desirable to act outside the policy. Parallel Data Pty Ltd 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.

As a member of AMSRO, we adhere to the Privacy (Market and Social Research) Privacy Code. This code governs the way in which personal information is collected, retained, used, disclosed and destroyed. Information on the code can be found on the website of the Association of Market and Social Research Organisations amsro.com.au.