



Privacy Policy

KB Research (ABN 13 603 119 786) respects and upholds your rights under the Australian Privacy Principles contained in the Privacy Act 1988 (Cth) ("Privacy Act"). KB Research also adheres to The Research Society [Code of Professional Behaviour](#).

What personal information about you does KB Research collect and hold?

The information KB Research collect will include your name, home suburb, date of birth, contact numbers, email address and occupation. We may also collect your opinions relating to products and services. 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 home address, political interests, religious beliefs, 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 KB Research collect and hold your personal information?

KB Research 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 from organisations which provide a 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.

What are the purposes for which KB Research 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 KB Research disclose your personal information to?

We 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 Google – Online based. 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.

Retention and destruction of Personal Information

KB Research 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

KB Research 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 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 KB Research in any way. From time to time we may regard it as necessary or desirable to act outside the policy. KB Research 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.