



## Privacy Policy

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This statement is our privacy policy which sets out how we manage personal information and other information.

Wallis **collects** personal information from people who participate in market and social research studies. This information is collected in keeping with the Australian Market and Social Research Society's Code of Professional Behaviour, which guarantees anonymity to respondents, and the Privacy Act 1988 (Cth) which sets out rules about the way in which personally identified information on individuals is to be collected, stored, transferred and used.

The key tenet of the market and social research industry is respondent anonymity. Regardless of whether the data we collect is covered by the Privacy Act, we treat all information on respondents as though it is, and unlike the Privacy Act, we guarantee that respondents will not be identified or contacted for any non-research purpose after they have taken part in one of our studies. The other thing that sets our industry apart is that response is **always** voluntary.

Wallis also holds limited personal information about people it employs including information necessary to pay them and conduct ongoing or annual performance reviews.

Josephine Foti  
Director

Joshua Flack  
Partner

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## The kinds of information we collect and hold

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Wallis collects personally identified information on individuals participating in research studies in a number of ways:

- During face to face interviews;
- In group discussions along with other people who express their views at the same time;
- By observing what people do;
- By asking questions following a question list (questionnaire) which might be answered in person, over the telephone or we may ask you to complete it online or in hard copy.

This information falls into three categories:

- Details on how to contact people (for example name, address or phone number);
- Answers to research questions;
- Information on whether or not people have participated in a research study.

It is very rare that these three pieces of information are kept together and when they are together it is for very short periods of time.

We generally remove **contact** information as soon as possible from the answers to research questions and give the answers to other organisations (our clients) in a form that does not allow each individual to be identified. There are a few rare occasions where we do transfer personally identified research answers to our clients, for example where our clients are acting as researchers themselves, however respondents are always told that this will happen and asked for their permission first.

In the majority of cases, Wallis adds all the information together to make an overall report on the information we have gathered. While we might support the data with quotes from individuals those individuals are never identified, nor do we use quotations that would enable to reader to identify the respondent by something they have said.

When we need to re-contact people, for example when we need to contact exactly the same people again, the contact information is stored separately from the research answers.

Most of our work requires us to contact people from list of customers given to us by our clients for this purpose. At the end of a research project we often return these lists showing only whether someone took part or not so that our clients can make sure that they do not contact people too often. These files never have research answers attached to them.

Finally, for the purposes of running the business, we also collect information about our clients and potential clients, their business and their preferences, in the interests of client management. Like all businesses with employees, we keep employee records – all of which are available only to selected personal on a confidential basis.

## Commonly asked questions from people invited to take part in research projects

The three questions we are most commonly asked refer to these three types of information:

- How did you choose me to take part in this survey?
- What do you want the information for?
- What will you do with my information?

The answers are below:

### How did you choose me to take part?

In order to contact you at home or at a place of work we need an address, telephone number or e-mail address.

- **Street Address** – If we send you a letter asking you to take part in research it is from records provided by one of our clients, or a publicly available listing of addresses.
- **Telephone number (fixed line and mobile)** – If we ask for you by name, we usually have a listing provided by one of our clients that contains just the details we need to invite you to take part in research. Occasionally we purchase commercially available lists that have names on them, particularly when we are contacting business people.
- At other times we use lists of publicly available telephone numbers that are managed for research purposes to ensure that the same numbers are not called too often. Occasionally we call phone numbers using a technique called “Random Digit Dialling” when phone numbers are generated by a computer, checked to ensure that they are real and live numbers and then called. If we use this method of contacting people it is usually because it is important for us to ensure that unlisted or “silent” telephone numbers are included in the survey.
- **Note that market and social researchers are not covered by the “Do Not Call Register” and are allowed to call you even if you have registered your phone number(s) on it.** The reason for this is that we will never attempt to sell you anything or use information about you as an individual for commercial gain, and our clients have a genuine need to ensure that as many people as possible are given the opportunity to participate in research. If you have any queries about the Do Not Call Register please [click here](#).
- **e-mail** – Wallis will never send an unsolicited e-mail to an unknown address. We will generally invite people to participate in online surveys using an e-mail invitation where we have already recruited them to take part ourselves by mail or telephone or through an online panel of willing research participants. Occasionally we will place links to online surveys on websites and other places where the types of people we need to interview are likely to go. People may give their opinions by clicking on these links voluntarily.

Many of our clients are government agencies and departments. Where they provide us with an identifying number, we do not use this as part of the research process to safeguard your privacy.

**Market and social research is always voluntary and an invitation to participate can always be refused. You can refuse to take part at the time we contact you and make an appointment for a more convenient time or method of taking part, or you can refuse to take part at all.**

Wallis keeps its own “Do not call” register of the telephone numbers for the small number of people who do not want to be contacted again by Wallis to participate in research. Wallis will not call you again by telephone, however, we may contact you by letter or e-mail, and other market and social research companies may contact you by any of these ways.

## What do you want the information for?

If we're contacting you to take part in a market or social research study Wallis will always tell you what the study is about. In addition, most of our studies have extra information about them on our website or our clients' websites. For some of them we will send you additional information by mail or e-mail.

In addition to asking you questions on the study topic, we will always make sure that you:

- Know that it's Wallis that's contacting you
- Know who our client is (at some point in the study)
- Know if we're collecting sensitive information (and give you the opportunity to refuse to answer any or all questions on those topics)
- Are told how long the data will be identifiable and what will happen to it.

People sometimes tell us things about other people or themselves that identify them and that we don't want to know or don't need to know. This is known as unsolicited information. We try to destroy this information, but where it's impossible, we treat this additional data in the same way as other personally identifiable information.

Sometimes, we might ask you to provide personal information about other individuals, for example, about people you care for or are responsible for. In these cases, we rely on you to tell those people that you are providing their personal information to us and to advise them about this privacy statement.

## How we hold information

We may store your information in hard copy or electronic format, in storage facilities that we own and operate ourselves, or that are owned and operated by our service providers. All of our operations are in Australia and most of them are within Melbourne. We take security very seriously and do not transfer any information that might be personally identifiable through publicly accessible channels. It is always password protected. While the data is on our premises we take reasonable steps to maintain the security of your information and to protect it from unauthorised access or disclosure.

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## What happens if data are mishandled?

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In February 2018, Notifiable Data Breaches legislation was added to the Privacy Act 1988 meaning that any people whose data have been mishandled in a way that could result in serious harm must be told about it and given a suitable solution to rectifying the problem or minimising the harm. Companies that are responsible for mishandling the information must also notify the Office of the Australian Information Commissioner. The OAIC website has more information accessible by clicking [here](#).

AMSRO has gone one step further and mandates that the problem must also be reported to it. This means that an industry-specific solution can be tailored to suit the circumstances of the data breach rather than a more generic approach being taken. More information about AMSRO's approach to Notifiable Data Breach Reporting is available [here](#).

Wallis has gone even further. The company introduced Mandatory Data Breach reporting in 2015 in the belief that it must be open and honest with research participants. We include all data whether it is covered by the Privacy Act or not. We will tell you what has happened, the implications for you and the steps we have taken to solve the problem.

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## How to access or correct personal information or make a privacy complaint

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If you wish to access any of your personal information that we hold or would like to correct any errors in that information, please contact us using the contact details set out in the “how to contact us” section of this Statement, so that we can consider and respond to your request. Please note that market and social research takes measures at specific points in time, and if you have changed your mind or circumstances since we conducted a particular research study, we may not be able to change the record if the information you gave us at the time of interview is still correct. Please note as well that most of the data we hold is de-identified and we may not be able to re-identify it to tell you what information we collected. You will need to give us several pieces of identifying information in order for us to find your details if we do have them which include:

- The name or topic of the study
- The approximate date we received information from you
- The way in which we contacted you and the likely address or telephone number we used to contact you.

If you think that we have failed to comply with the Privacy Act please contact our privacy officer and tell us about your concerns.

Wallis is a member of the Association of Market and Social Research Organisations (AMSRO) which has a strict policy about the way in which complaints are to be handled. You can also make a complaint to AMSRO directly. Contact details for AMSRO are available [here](#).

If you feel that we have conducted a research study that does not comply with the AMSRS Code of Professional Behaviour, please make your complaint to the industry Professional Standards Officer. Contact details for AMSRS are available [here](#).

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## How to contact us

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You can contact Wallis during business hours on (03) 9621 1066 or send an e-mail via the “contact us” section of our [website](#).