

Privacy Policy

Introduction

KG2 is committed to complying with the Australian Privacy Principles set out in the Privacy Act 1988. KG2 takes the security and privacy of our contacts seriously. The purpose of this policy is to describe to you the information we may hold about you, explain what we use it for, and explain your rights in relation to it.

What information does KG2 collect from you and how/when?

Typical activities conducted by KG2 include telephone or online interviews, lead generation, one-on-one face interviews, direct marketing and focus groups. During these activities we may collect personal information which comprises of, but is not limited to;

- You first name, surname, salutation
- Trading/company name
- Contact details including primary phone, secondary phone, mobile, email, physical and postal address
- Gender
- Age group
- Secondary contact name & number
- Farm size
- Farm type
- Farming activities and agricultural practices such as crops grown
- Opinions and responses provided by you for research and/or direct marketing activities

How does KG2 collect, store and hold your personal information?

KG2 makes all reasonable efforts to ensure that the information stored is protected against misuse, loss, modification or disclosure. KG2 follows strict security procedures in the storage and disclosure of information which you have given us in order to prevent unauthorised access.

All data is stored securely and protected by restricted access to networks and systems as well as the physical location. Firewalls are in place to ward off online intrusions. Data is further protected through encryption and password protection. All KG2 staff sign a confidentiality and non-disclosure agreement, and access to your personal information is only given to employees who require it for their duties.

How does KG2 use and disclose your personal information?

Information provided will only be used for the purposes it was provided for unless agreed otherwise with you.

The purposes for which KG2 collects, holds, uses and discloses your personal information are listed below:

1. KG2 collects and holds your personal information in order to contact you for future research studies and marketing campaigns.
2. If you agree to take part, KG2 will collect your responses and opinions in research studies conducted on behalf of clients; however your personal identifiable details are kept confidential when reported unless you have specifically given consent otherwise.
3. Your personal identifiable details are given to the client when you 'opt-in' to a marketing campaign.
4. We may disclose your personal information to a third party agent or organisation so that they can perform certain functions for KG2. These third party agents or organisations may include mail and printing houses, government agencies and data enhancement services. KG2 has strict agreements with these agencies to ensure that any information provided is used only for the intended purpose.

Opting out of a direct marketing campaign

You can 'opt out' of receiving direct marketing material by contacting us (see 'How to contact KG2' below).

How can you access personal information that is held by KG2 and seek the correction of such information?

You have a right to access personal information we hold about you. To request access, please contact our Privacy Officer (see 'How to contact KG2' below) in writing with as much detail as possible as to when the information was provided and to whom or as part of which study. This will help us to process your request faster.

To access this information, you must apply in writing and be aware that KG2 will take the minimum steps necessary to ensure that the individual seeking access is in fact the individual the personal information is about.

If you would like to update your information because it is inaccurate, outdated or incomplete, please contact KG2 so that we can amend your record.

If you would like to be removed from our database, you can also use the same contact details to arrange this with us.

Privacy complaints or concerns

If you wish to make a complaint regarding a breach of the Australian Privacy Principles or discuss any concerns you may have with KG2's handling of your personal information please contact us (see 'How to contact KG2' below). We will investigate your complaint and notify you of our findings promptly.

How to contact KG2

For any queries or concerns about KG2's Privacy Policy, or if you wish to make a complaint about how KG2 handled your Personal Information, please contact our nominated Privacy Officer, using the contact details below.

Mailing address

Privacy Officer
Level2, 619 Pacific Hwy
St Leonards NSW 2065
AUSTRALIA

Email

privacy@kg2.com.au

Phone

1300 654 004

Does KG2 disclose your personal information to overseas recipients?

KG2 will not disclose your personal information to overseas recipients.

Changes to the Privacy Policy

KG2 from time to time, may review and amend this privacy policy and reserves the right to do so at any time.

If you have any other queries about your privacy rights or the way in which KG2 manages your personal information please contact KG2 from Monday to Friday between 10:00am and 5.00pm AEST on 1300 654 004.

Reviewed 1 July 2014