

# Privacy Policy

TRA Privacy Policy 2024

# TRA

# TRA Privacy Policy

We understand the importance of privacy and the sorts of concerns you may have about the security of personal information collected and held by us. We comply with privacy laws in Australia and New Zealand and are committed to protecting your personal information.

This is our privacy policy. It sets out how we manage your personal information, what we do to protect it and what your rights are.

## Personal information

- Personal information is any information about an identified or identifiable individual.
- Most of the personal information we collect about you is information you provide to us directly either via this website or through Market Research projects you participate in with us.
- We collect some personal information through cookies used on our website.
- Any information you do provide is held by us, TRA Group, which includes TRA Limited, TRA Sydney Pty Limited, TRA Melbourne Pty Limited.
- When responding to our Market Research surveys or participating in research groups, you have the right to request that your information is provided in the form of a pseudonym or non-identifiable way.

## Collection and Use of Personal Information

We aim to always collect information from you directly, either through this website or as a participant of Market Research projects that we lead on behalf of our clients.

We will collect and use personal information supplied by you only for the following purposes.

- If you participate in Market Research projects with us:
  - We will always seek your consent to participate in any Market Research with us. This consent process will inform you what information we will collect and how it will be used. If you are under 16 we will seek consent from your parent or care giver.
  - We will only collect information from you that is required in order to deliver to the objectives of the Market Research project you are participating in.
  - We will store and analyse the information you provide to us, so that we are able to deliver insights and recommendations to our clients in line with their project objectives.
  - We will not provide our clients with your identifiable information unless we receive explicit consent from you.
  - Your anonymous and aggregated information may be used for analysis including industry benchmarking. We will not attempt to re-identify your information for this

purpose, and will never use this information for sales or marketing purposes without your consent.

- We currently use third party AI systems in providing our services. We undertake a review process of third party AI systems to ensure they comply with our security and privacy requirements. A list of third party AI systems we use can be made available to you at any point by emailing [privacyofficer@TheResearchAgency.com](mailto:privacyofficer@TheResearchAgency.com).
- Your anonymised information may be used in training or inference of statistical models (including generative AI) to deliver our services. You have the right to opt-out of your data being used to train models, at any time. To opt-out, please email [privacyofficer@TheResearchAgency.com](mailto:privacyofficer@TheResearchAgency.com).
- If you complete an online form on our website you may be required to provide your first and last names, your work email address, your country of residence and a message. There may also be an option to upload a file document along with your enquiry. We collect this information so we can contact you to respond to your query, so we can understand your needs and so we can provide the right products and services to you. We may also use your information for statistical analysis or for sales and marketing purposes. You can opt out from receiving sales and marketing content at any time.
- We use 'cookies' on our website which collects anonymous information from your computer and includes details about the computer you use to access our website, the date and time of access, the IP address, your domain name, and details of the information you accessed on our website. We use this information to make your future visits to our site more useful and to promote our products or services to you by way of targeted advertising.
- We automatically collect your IP (Internet Protocol) address to enable the transfer of information from your computer to ours.
- If you are our employee, we will collect personal information from you directly such as your name, date of birth, bank account details, address, email address, CV, referee and job performance information. We use this information to manage your employment with us.
- We may use your information for other purposes but only when authorised by you or required or permitted by law. We will never sell your personal information.

If you send us personal information we have not requested (unsolicited information), we will destroy or deidentify the information as soon as practicable.

If we collect information about you from third parties, we will take reasonable steps to ensure the third party has first obtained your permission or has a lawful basis to share the information with us. This includes deidentified data we collect from research partners to enable tracking of brand insights as part of our services. This data cannot be linked to you individually and we will not make any attempts to re-identify you.

## Security

This website has security measures in place to protect against the loss and alteration of information under our control.

Our systems use encryption and high-grade security measures to protect all the personal information we hold. If you would like further information about this, please contact us at [privacyofficer@TheResearchAgency.com](mailto:privacyofficer@TheResearchAgency.com).

We keep personally identifiable information only for as long as we need it for the purpose we collected it. If this purpose is no longer valid, we will delete your data securely.

## Disclosure

We do not share your personal information with people outside “TRA Group Limited”, unless:

- Your information is shared with another business we have contracted to provide services as part of a Market Research project you participate in
- It is anonymised and provided to third parties for statistical information
- We are required or permitted to by law
- It is to a person authorised by you

We may disclose information overseas only where we need support from businesses located outside New Zealand and/or Australia to help us deliver our services and products. When we do this, we will have agreements in place to ensure the agency complies with New Zealand or Australian privacy laws.

## Your rights and choices

You have the right to request access to any personal information we hold about you and if it is wrong, please ask us to correct it.

You are welcome to contact us if you have any privacy complaints or concerns about anything covered in this privacy policy.

To ask for access to or correction of your personal information or to make a complaint, please email [privacyofficer@TheResearchAgency.com](mailto:privacyofficer@TheResearchAgency.com).

We will deal with all requests and complaints as quickly as possible and always in accordance with the timeframes set out in the New Zealand Privacy Act 2020 or the Australian Privacy Act 1988, as applicable.

## Other information

- This privacy policy does not cover links within this site to other websites. If you follow a link on our website to another site, the owner of that site will have its own privacy policy.
- Sometimes it will be necessary to update and change our privacy policy. We will notify you of any changes to the policy by posting an updated version on our website.

- For further explanation of what we do with your information or to make a complaint, please feel free to contact us at [privacyofficer@TheResearchAgency.com](mailto:privacyofficer@TheResearchAgency.com).