



Customer Focus Service Policy

Customer Focus commits to deliver services that satisfy our customers. It's a simple and personal guarantee. Should we fail to initially deliver that satisfaction, we will continue to work until satisfaction is reached or provide a refund. Throughout our 25 years of work we have only needed to provide a refund once.

The relationships we have with our customers preclude the need for any 'fine print'.

Customer Focus Privacy Policy

Last updated: January 2017

Overview

Customer Focus Pty Ltd (ABN 22 161 282 366) respects your privacy. We follow the regulatory requirements of each country we work in and are bound by the professional code of practice and ethics of ESOMAR. <https://www.esomar.org/knowledge-and-standards.php>

Our basic principles are:

- Compliance with the Australian Privacy Principles established by the Commonwealth Privacy Act 1988 (the Privacy Act) and subsequent amendments,
- Transparency of why your data is being collected, how it will be shared and if your individual responses, including your identity, will be shared with or seen by any other entity
- Commitment to handling the information you provide responsibly; any personal information collected by us is treated as private and confidential unless we have informed you otherwise prior to collection or there is a need to release the information under an Australian law or court/tribunal order, and
- Processes to take every reasonable and practical precaution to safeguard the security, integrity and privacy of this information; including periodically reviewing and updating our security measures in light of current technologies.

This policy sets out how the Australian Privacy Principles (APPs) in the Privacy Act are to be complied with by Customer Focus in relation to the collection, retention, use and disclosure of personal information about the subjects of and participants in our surveys and market and social research. Please note that this privacy policy will be regularly reviewed and updated; we recommend that you check back regularly to this page to be apprised of any updates or changes.

Customer Focus Pty Ltd

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Objectives

The aims of this policy are to:

- set out how the APPs in the Privacy Act are to be applied and complied with at Customer Focus in the conduct of its business
- facilitate the protection of identifiable research information provided by, or held in relation to, the participants or subjects of our surveys and research
- enable quality research to be carried out, so as to provide accurate information to government, commercial and not for profit organisations to support their decision making processes.

Definitions

Our definitions are drawn from the Association of Market and Social Research Organisations (AMSRO) Privacy Code 2014 and ESOMAR's Code.

What information does Customer Focus collect and hold?

The usual activity Customer Focus embarks upon is quantitative online surveys, qualitative research (interviewing) and consultancy. Identifiable research information is usually collected during a research project so that analysis can be done on the aggregate responses to analyse trends. The identifiable research information we collect and hold may include:

- people's names;
- contact details (including telephone and email);
- age of respondents;
- gender of respondent;
- other demographic information
- and such other information which is relevant and necessary to deliver services to clients or to comply with the law.

All identifiable research information about individuals and confidential information about organisations that use Customer Focus is and will remain confidential and secure, as per the conditions provided to respondents at the time the research is conducted. No identifying information is released to clients unless permission to do so is sought from the respondent prior to conducting the research.

How does Customer Focus collect identifiable research information?

We use a number of methods to collect information in the ordinary course of our business, including online surveys, telephone interviews and face to face interactions, such as focus groups.



In each situation, the respondent is advised up front as to the research purpose and what will be done with the information collected.

No identifiable research information handled in the context of our work is unsolicited. However, if any unsolicited information is received by us, it will be handled in accordance with the APPs.

We abide by Health Care Compliance and anti-corruption requirements. These are often monitored by our end clients and if the research involves the mandatory reporting of Adverse Events, this is clearly communicated prior to the commencement of the research.

How does Customer Focus store identifiable research information?

Survey data, interviews and Focus Group responses are generally collated without reference to the full identifying details of the respondent (unless permission from respondent is granted prior to collection). Visual records are shared only with people as part of the study and compliant with our obligations.

Where information is held

Information collected is housed on Customer Focus' server. Online survey responses are held on the secure services of Qualtrics - <https://www.qualtrics.com> - with whom Customer Focus has a contracted service agreement.

They are not shared with any other customers. This gives us the security and performance of a dedicated server as well as the failover capacity of virtual server technology.

Information may also be shared with suppliers and clients from time to time using cloud based services which are professionally managed according to documented processes.

De-identification of identifiable research information

As we find it important to retain identifiable research information for future research purposes, identifying (contact) details will, if practicable, be stored separately from other information (research status and research data), with measures in place (e.g. by the use of an encrypted intervening variable) to ensure the identity of the individuals cannot be readily revealed from the other information.

Respondents are able to request de-identification and/or deletion of their records at any time via a written request to the Privacy Officer.

What does Customer Focus do with the research data collected?

We generally use research data at an aggregate level; we use the combined answers of many people and present aggregated information about various demographic groups within an organisation or population. Aggregated research data is then used to provide organisational insight.

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It is also important to note that on occasion our clients request that individual feedback from our research is provided in addition to aggregated results. In such cases respondents are asked for permission for their individual feedback to be given to the client prior to the commencement of the research and only when permission is given, is individual feedback provided to the client.

How can I access my personal information?

We will, at your request, provide you with access to any information that we may have collected about you in accordance with Australian Privacy Principle 12. To gain access to this information, you should contact us (see details below) and provide us with full proof of your identity and details. If you believe that any information is inaccurate, incomplete or obsolete, please contact us and we will revise the relevant information in accordance with Australian Privacy Principle 13.

Who can I speak with if I have a complaint about Privacy?

A complaint is any concern you have about our activities in relation to privacy. Our complaint-handling procedure is designed to be:

- readily available to any individual who has registered with, been solicited by or participated in our research and/or consulting activities
- direct and simple to follow
- able to be used by complainants without any charge or fee.

Enquiries and complaints should be made by contacting and writing to:

The Privacy Officer
Customer Focus Pty Ltd
t +61 412 566 425
e privacy@customerfocus.com.au | w www.customerfocus.com.au
a Laurbinya, PO Box 272, Foster, Vic 3960

Complainants should outline the specific nature of the complaint with supporting evidence where possible. Our Privacy Officer will respond promptly, within 14 days, to outline the Company's response to the complaint and our recommended path to resolution.

We use all our reasonable endeavours to promptly deal with and satisfy any complaints. If a resolution cannot be achieved to the satisfaction of the complainant within 30 days, the complaint can then be escalated to The Office of the Australian Information Commissioner (OAIC). The OIAC website contains details regarding the process to follow in this instance.

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