



## Thinkspot Insights Community Privacy Policy

NewsLifeMedia is committed to protecting your personal information when you are using our services. This Privacy Notice relates to our specific use of any personal information you provide to us through [www.thinkspot.com.au](http://www.thinkspot.com.au).

NewsLifeMedia is the Data Controller of any personal information submitted to us via this website but management of this site and associated services is outsourced to our service provider Vision Critical Communications Pty Ltd (ABN 181 344 347 36), which acts as data processor and are authorised to contact you and process your data on behalf of NewsLifeMedia. Vision Critical Communications Pty Ltd will only use the information collected strictly for these purposes.

### What am I signing up for?

By applying to join ThinkSpot, you consent to NewsLifeMedia sending you regular emails. These emails will invite you to participate in ThinkSpot online surveys and in some instances may direct you to the surveys. We only use your contact details for the purposes of the ThinkSpot research panel. We don't use your contact details to send you marketing material.

### What information will we collect?

We collect certain information that personally identifies you ("personal information") when you:

- (a) register as a panel member to the website to receive software, data, services or products
- (b) submit responses to questions posed by us or
- (c) submit a specific enquiry to us in respect of which you would like us to answer you.

Depending on the circumstances for collection, personal information that we collect is usually any or all of the following: your name, age, state, occupation, e-mail addresses, and your opinions which you express to us during the course of the relevant survey.

### Why do we collect this information?

We will use your personal information for a number of purposes including the following:

- for "service administration purposes", which means that we may contact you for reasons related to the service you have signed up for, (e.g. to provide you with password reminders or to notify you that a particular service has been suspended for maintenance);
- to contact you about a submission you have made to the NewsLifeMedia ThinkSpot reader panel website, including any content you provide.
- to analyse and improve the services offered on the website and NewsLifeMedia.



## **What do we do with your information?**

We use your survey responses for market research purposes only. We don't use personal information provided in survey responses for marketing purposes or other commercial purposes. We combine the information provided in survey responses to produce "aggregated survey results", and these results do not identify any individual.

## **Disclosure**

Unless NewsLifeMedia is required by law to act otherwise (e.g. under a court order), NewsLifeMedia will only disclose the personal information of panel members as follows:

**(i) Survey responses:** We use contractors Vision Critical Communications Pty Ltd to help us analyse and code the information you provide in survey responses. These are the only people outside NewsLifeMedia who see individual survey responses.

**(ii) Contact details:** If you enter a competition and win a prize, with your consent we will publish your name on our website. Otherwise, we will not disclose the identity of panel members.

**(iii) Aggregated survey results:** Aggregated survey results are used by NewsLifeMedia for its own research purposes. NewsLifeMedia may share aggregated survey results with its related companies, suppliers and customers, but these results do not identify individuals.

## **How do I opt out?**

You can unsubscribe from the ThinkSpot panel at any time by clicking the link at the bottom of any messages sent to your email account or via your exclusive members page or by clicking the unsubscribe link at the foot of any Thinkspot-related email communication sent to you.

## **How long will information be held for?**

The idea of a panel is to have a group of contributors to whom we can go back to time and time again with different research questions. As such, if you decide to become a panel member we hope you will have a long-term relationship with NewsLifeMedia and our intention is to have a successful panel that will operate for many years into the future. This means that we may hold your data for as long as the panel operates. You do of course have the right to stop being a panel member at any time: review the opt-out instructions above.

## **General**

By submitting personal information to us and using this service, you consent to our use of your personal information in the manner set out in this Privacy Notice.

If you have any questions, comments or suggestions about our use of your personal data please contact us at [support@thinkspot.com.au](mailto:support@thinkspot.com.au).

## **Changes to this policy**



NewsLifeMedia may, from time to time, review and update this Privacy Policy to take account of new laws and technology and changes to NewsLifeMedia' operations. All personal information will be governed by the most recent ThinkSpot Privacy Policy.

Last updated: January 2014.

NewsLifeMedia is part of the NewsCorp group. The full News Corp Privacy Policy can be found by [clicking here](#).

**For further information**

Please contact our Privacy Officer to ask for access to your information or if you have a complaint concerning your information privacy or if you would like more information about our approach to privacy.

**Privacy Officer**

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