

What is Personal Information and why do we collect it?

Personal Information is information or an opinion that identifies an individual. Examples of Personal Information we collect include: names, email addresses, age and gender. This Personal Information is obtained in many ways including interviews, correspondence, by telephone and facsimile, by email and via our website **www.adnest.com.au** or **www.lumaresearch.com**.

We collect your Personal Information for the primary purpose of providing our services to you. We may also use your Personal Information for secondary purposes closely related to the primary purpose, in circumstances where you would reasonably expect such use or disclosure. You may unsubscribe from our mailing/marketing lists at any time; all you need to do is let us know.

Sensitive Information

Sensitive information is defined in *the Privacy Act* to include information or opinion about such things as an individual's racial or ethnic origin, political opinions, membership of a political association, religious or philosophical beliefs, membership of a trade union or other professional body, criminal record or health information.

Sensitive information will be used by us only with your consent; or where required or authorised by law.

Disclosure of Personal Information

Your Personal Information may be disclosed in a number of circumstances including the following:

- third parties where you consent to the use or disclosure; and
- where required or authorised by law.

Use and Disclosure of Personal Information

We do not use or share your information for any other purpose or disclose it to any person other than in accordance with the terms of any consent that you provide to us. When we collect Personal Information we will, where appropriate and where possible, explain to you why we are collecting the information and how we plan to use it. These reasons and the parties to whom we might disclose it will be reasonably apparent to you when we collect your information and our use and disclosure of that information will only be for our business activities.

Any other use or disclosure we make of your personal information will only be as required by law or permitted by the Privacy Act 1988. We will not sell your personal information to other organisations.

Security of Personal Information

Your Personal Information is stored in a manner that reasonably protects it from misuse and loss and from unauthorized access, modification or disclosure.

When your Personal Information is no longer needed for the purpose for which it was obtained, we will take reasonable steps to destroy or permanently de-identify your Personal Information.

Complaints

You can lodge a complaint with us about any breach of our Privacy Policy and our privacy obligations to you by contacting us.

Access to and Correction of your Information

If you:

- would like access to any records of personal information we have about you; or
- believe any information we have about you is inaccurate or out-of-date; or
- have a concern about the way in which we have handled your personal information;

please contact our Privacy Officer.

Privacy Officer Details

You can contact the Luma Research Privacy Officer:

Telephone: (03) 9533 6911

Facsimile: (03) 95336944

Address: Level 4, 606 St Kilda Road, Melbourne, VIC, 3004

PO BOX 6325, Melbourne, VIC, 3004

Additional Information on Privacy

For further information on Australian Privacy laws, please visit the Australian Federal Privacy Commissioner's web site at www.privacy.gov.au