

Privacy Policy

Privacy Policy

Cognicent Pty Ltd (ABN 60 618 555 374)

Privacy Policy

Privacy Policy

In this privacy policy, the expressions "Cognicent", "we", "us" and "our" are a reference to Cognicent Pty Ltd (ABN 60 618 555 374).

This privacy policy applies to personal information collected by us. We are bound by the Privacy Act 1988 (Cth), which governs the way private sector organisations collect, use, keep secure and disclose personal information.

This Privacy Policy is to inform people of:

- how and when Cognicent collects personal information;
- how Cognicent uses and discloses personal information;
- how Cognicent keeps personal information secure, accurate and up-to-date;
- how an individual can access and correct their personal information; and
- how Cognicent will facilitate or resolve a privacy complaint.

If you have any concerns or complaints about the manner in which your personal information has been collected, used or disclosed by us, we have put in place an effective mechanism and procedure for you to contact us so that we can attempt to resolve the issue or complaint. Please see paragraph 11 for further details.

We can be e-mailed at info@cognicent.net or write to us at PO Box 7029, Shenton Park, WA, 6008 or contact us on +61 8 9288 4575 and our privacy officer will then attempt to resolve the issue.

We recommend that you keep this information for future reference.

1. What is personal information?

The Privacy Act 1988 (Cth) defines "personal information" to mean information or an opinion, whether true or not, and whether recorded in a material form or not, about an individual whose identity is reasonably identifiable, from the information or opinion.

2. Sensitive Information

2.1 What is Sensitive Information?

(a) Sensitive information is a subset of personal information. It means information or opinion about an individual's racial or ethnic origin, political opinions, membership of a political organisation, religious beliefs or affiliations, philosophical beliefs, membership of a professional or trade association, membership of a trade union, sexual orientation or practices, criminal record, health information about an individual, genetic information, biometric information that is to be used for the purpose of automated biometric verification or biometric identification or biometric templates.

(b) In general, we attempt to limit the collection of sensitive information we may collect from you, but depending on the uses you make of our products this may not always be possible and we may collect sensitive information from you in order to carry out the services provided to you. However, we do not collect sensitive information from you without your consent.

(c) The type of sensitive information we may collect from you or record about you is dependent on the services provided to you by Cognicent and will be limited to the purpose(s) for which it is collected. We do not use sensitive information to send you Direct Marketing Communications (as defined in paragraph 6 below) without your express consent.

Privacy Policy

2.2 Consent to collection of certain types of sensitive information

We may collect certain types of sensitive information where you have consented and agree to the collection of such information. Generally speaking, we will obtain this type of consent from you at (or around) the point in time in which we collect the information, but the main type of sensitive information that we may collect (if any) will usually relate to:

- (a) the criminal record of an individual when Cognicent is considering whether to engage you as an employee or a contractor, or as otherwise requested as part of a Cognicent questionnaire;
- (b) the health or medical information about an individual, to the extent such information may be requested or is provided by you as part of a Cognicent questionnaire; and
- (c) information regarding an individual's race or ethnic background to the extent such information may be requested as part of a Cognicent questionnaire, but only to the extent that where you volunteer such information or if it is necessary for, or incidental to, the purposes of collection set out in paragraph 4.

3. Collection of your personal information

3.1 We only collect personal information that is necessary for what we do and we hold the personal information we collect within our own data storage devices or with a third-party provider of data storage. The type of information we may collect from you includes depends ultimately upon the purpose of collection and we set out the general purposes of collection at paragraph 4 below.

3.2 To the extent practicable (or as otherwise provided in a Cognicent questionnaire), you will have the option of dealing with Cognicent on an anonymous basis or through the use of a pseudonym. However, there may be circumstances in which it is no longer practicable for Cognicent to correspond with you in this manner and your personal information may be required in order to provide you with our products and services or to resolve any issue you may have.

3.3 Notwithstanding paragraph 3.2, in certain circumstances we request your assistance in generating a unique identifying code to link any answers you may provide us to one or more questionnaires over the course of a project (or multiple projects). The code will be stored securely and kept confidential by the research team at Cognicent. After the project is completed, your personal information will be deleted and any reports created as a result of the answers to the questionnaires will be aggregated and anonymised without any reference to any individual participant.

3.4 In the event we collect personal information from you, or a third party, in circumstances where we have not specifically requested that information (unsolicited information), and it is determined by Cognicent (in its absolute discretion) that the personal information is not required, we will destroy the information or ensure that the information is de-identified.

3.5 The type of information we may collect from you includes (but is not limited to) the following:

- (a) your contact information such as full name (first and last), e-mail address, current postal address, delivery address (if different to postal address) and phone numbers;
- (b) details relating to your employment (if applicable) or your previous employment, which shall include, but is not limited to, obtaining your tax file number, Centrelink reference number and superannuation details;
- (c) your date of birth and, if applicable, proof of your date of birth (including, but not limited to, driver's license, passport, birth certificate);
- (d) details relating to your education and qualifications, if applicable;
- (e) any sensitive personal information listed in paragraph 2.2;
- (f) your opinions, statements and endorsements collected personally or via surveys, assessments, research projects and questionnaires, including but not limited to your views:

Privacy Policy

(1) in relation to work place processes, health, safety, wellbeing and other observations regarding the work place, improving safe behaviour and your role in the work place;

(2) on the products and services offered by Cognicent;

(g) if you are requesting products or services from us or we are purchasing goods or services from you, then any relevant payment or billing information (including but not limited to bank account details, direct debit, credit card details, billing address, repayment information and invoice details); and

(h) any other information reasonably necessary to continue to provide our products and services to you.

3.6 As much as possible or unless provided otherwise under this privacy policy, we will collect your information directly from you. If we collect details about you from someone else, we will, whenever reasonably possible, make you aware that we have done this and why, unless:

(a) such information is in relation to credit information received from third parties;

(b) such information is received from any personal referee you have listed on any application for employment with Cognicent;

(c) we have been provided the information from your employer or the party on behalf of whom you are providing your services to;

(d) we have taken reasonable steps to ensure the organisation who has provided us with this information has complied with the Australian Privacy Principles;

(e) we have collected this information from publicly available sources; or

(f) as otherwise required or authorised by law.

3.7 When you engage in certain activities, such as entering a contest or promotion, filling out a survey or sending us feedback, we may ask you to provide certain information. It is completely optional for you to engage in these activities.

3.8 Depending upon the reason for requiring the information, some of the information we ask you to provide may be identified as mandatory or voluntary. If you do not provide the mandatory data or any other information we require in order for us to provide our services to you, we may be unable to effectively provide our services to you.

3.9 If you use our website, we may utilise "cookies" which enable us to monitor traffic patterns and to serve you more efficiently if you revisit our website. A cookie does not identify you personally but may identify your internet service provider or computer. You can set your browser to notify you when you receive a cookie and this will provide you with an opportunity to either accept or reject it in each instance.

3.10 We may gather your IP address as part of our business activities and to assist with any operational difficulties or support issues with our services. This information does not identify you personally.

4. How we may use and disclose your personal information

4.1 We will only use or disclose your personal information for the primary purposes for which it was collected or as consented to and/or as set out below.

4.2 You consent to us using and disclosing your personal information collected in accordance with paragraph 3 to facilitate a purpose in connection with:

(a) if required, the verification of your identity;

(b) the verification of your date of birth, if applicable;

(c) the provision of our products and services to you, which shall include but is not limited to:

(1) contacting you to discuss the provision of our products and services to you;

Privacy Policy

- (2) the processing and reporting on the results of any Cognicent questionnaire, survey, assessment, research project or any other Cognicent tools used by you;
 - (3) the administration and management of our products and services, including charging, billing, credit card authorisation and verification, checks for financial standing, credit-worthiness (including but not limited to undertaking an assessment for credit loss and obtaining credit references, if applicable), fraud and collecting debts; and
 - (4) to offer you updates, or other content or products and services that may be of interest to you;
- (d) to facilitate the administration and management of Cognicent, including but not limited to the use of your personal information collected in accordance with paragraph 3 in the administration and management of Cognicent;
- (e) the improvement of our services (including to contact you about those improvements and asking you to participate in surveys about our products and services);
- (f) the maintenance and development of our products and services, business systems and infrastructure;
- (g) marketing and promotional activities by us and our related bodies (including by direct mail, telemarketing, email, SMS and MMS messages) such as our newsletters;
- (h) to provide customer service functions, including handling customer enquiries and complaints;
- (i) to offer you updates, or other content or products and services that may be of interest to you;
- (j) our compliance with applicable laws;
- (k) the sale, and matters in connection with a potential sale, of our business or company to a third party; and
- (l) any other matters reasonably necessary to continue to provide our products and services to you.

4.3 We may also use or disclose your personal information and in doing so we are not required to seek your additional consent:

- (a) when it is disclosed or used for a purpose related to the primary purposes of collection detailed above and you would reasonably expect your personal information to be used or disclosed for such a purpose;
- (b) if we reasonably believe that the use or disclosure is necessary to lessen or prevent a serious or imminent threat to an individual's life, health or safety or to lessen or prevent a threat to public health or safety;
- (c) if we have reason to suspect that unlawful activity has been, or is being, engaged in; or
- (d) if it is required or authorised by law.

4.4 In the event we propose to use or disclose such personal information other than for reasons in 4.1, 4.2, and 4.3 above, we will first seek your consent prior to such disclosure or use.

4.5 If you have received communications from us and you no longer wish to receive those sorts of communications, you should contact us via the details set out at the top of this document and we will ensure the relevant communication ceases. Any other use or disclosure we make of your personal information will only be as required by law or as permitted by the Privacy Act 1988 or by this privacy policy or otherwise with your consent.

5. The types of organisations to which we may disclose your personal information

Privacy Policy

5.1 We may disclose your personal information to organisations outside of Cognicent. Examples of organisations and/or parties that your personal information may be provided to include:

- (a) offshore service providers;
- (b) related entities and subsidiaries of Cognicent;
- (c) third parties, such as the University of South Australia and other third party research partners and agencies (in most instances, this information will be de-identified first);
- (d) third parties, such as data storage hosts, IT service providers and employment agencies;
- (e) your financial institution and in some circumstances, our financial institution; and
- (f) Cognicent' contractors, agents, clients, potential clients, suppliers, investors, employees or other companies who assist us in providing our products and services to you.

5.2 Your personal information is disclosed to these organisations and/or parties only in relation to the goods or services we provide to you or for a purpose permitted by this privacy policy.

5.3 We take such steps as are reasonable to ensure that these organisations and/or parties are aware of the provisions of this privacy policy in relation to your personal information.

6. Credit Information and our Credit Reporting Policy

6.1 The Privacy Act contains provisions regarding the use and disclosure of credit information, which applies in relation to the provision of both consumer credit and commercial credit.

6.2 As we provide terms of payment of accounts which are greater than 7 days, we are considered a credit provider under the Privacy Act in relation to any credit we may provide you (in relation to the payment of your account with us).

6.3 We use credit related information for the purposes set out in paragraph 4.2, which includes but is not limited to using the information for our own internal assessment of your credit worthiness.

6.4 We will store any credit information you provide us, or which we obtain about you, with any other personal information we may hold about you.

6.5 You may request to access or correct your credit information in accordance with the provisions of paragraph 10.

6.6 Please see paragraph 11 if you wish to make a complaint in relation to our handling of your credit information.

6.7 Please see our Credit Reporting Policy for further information as to the manner in which we collect, use, store and disclosure credit information.

7. Direct Marketing

7.1 You expressly consent to us using your personal information, including any email address you give to us, to provide you with information and to tell you about our products, services or events or any other direct marketing activity (including third party products, services, and events) (Direct Marketing Communications) which we consider may be of interest to you.

7.2 Without limitation clause 7.1, if it is within your reasonable expectations that we send you Direct Marketing Communications given the transaction or communication you have had with us, then we may also use your personal information for the purpose of sending you Direct Marketing Communications which we consider may be of interest to you.

7.3 If at any time you do not wish to receive any further Direct Marketing Communications from us, you may ask us not to send you any further information about products and services and not to disclose your information to

Privacy Policy

other organisations for that purpose. You may do this at any time by using the “unsubscribe” facility included in the email or by contacting us via the details set out at the top of this document.

8. Cross Border Disclosure

8.1 Any personal information provided to Cognicent may be transferred to, and stored at, a destination outside Australia, including but not limited to the United States of America, Canada, United Arab Emirates and the United Kingdom where we may utilise overseas data and website hosting facilities or have entered into contractual arrangements with third party service providers to assist Cognicent with providing our goods and services to you. Personal information may also be processed by staff or by other third parties operating outside Australia who work for us or for one of our affiliates, suppliers, agents, partners or related companies.

8.2 By submitting your personal information to Cognicent, you expressly agree and consent to the disclosure, transfer, storing or processing of your personal information outside of Australia. In providing this consent, you understand and acknowledge that countries outside Australia do not always have the same privacy protection obligations as Australia in relation to personal information. However, we will take steps to ensure that your information is used by third parties securely and in accordance with the terms of this privacy policy.

8.3 The Privacy Act 1988 requires us to take such steps as are reasonable in the circumstances to ensure that any recipients of your personal information outside of Australia do not breach the privacy principles contained within the Privacy Act 1988. By providing your consent, under the Privacy Act 1988, we are not required to take such steps as may be reasonable in the circumstances. However, despite this, we acknowledge the importance of protecting personal information and have taken reasonable steps to ensure that your information is used by third parties securely and in accordance with the terms of this privacy policy.

8.4 If you do not agree to the transfer of your personal information outside Australia, please contact us by via the details set out at the top of this document.

9. Data quality and security

9.1 We have taken steps to help ensure your personal information is safe. You will appreciate, however, that we cannot guarantee the security of all transmissions or personal information, especially where the Internet is involved.

9.2 Notwithstanding the above, we will take reasonable steps to: -

- (a) make sure that the personal information we collect, use or disclose is accurate, complete and up to date;
- (b) protect your personal information from misuse, loss, unauthorised access, modification or disclosure both physically and through computer security methods; and
- (c) destroy or permanently de-identify personal information if it is no longer needed for its purpose of collection.

9.3 However, the accuracy of personal information depends largely on the information you provide to us, so we recommend that you:

- (a) let us know if there are any errors in your personal information; and
- (b) keep us up-to-date with changes to your personal information (such as your name or address).

10. Access to and correction of your personal information

10.1 You are entitled to have access to any personal information relating to you which we possess, except in some exceptional circumstances provided by law. You are also entitled to edit and correct such information if the information is inaccurate, out of date, incomplete, irrelevant or misleading.

10.2 If you would like access to or correct any records of personal information we have about you, you are able to access and update that information (subject to the above) by contacting us via the details set out at the top of this document.

Privacy Policy

11. Resolving Privacy Complaints

11.1 We have put in place an effective mechanism and procedure to resolve privacy complaints. We will ensure that all complaints are dealt with in a reasonably appropriate timeframe so that any decision (if any decision is required to be made) is made expeditiously and in a manner that does not compromise the integrity or quality of any such decision.