

Mint Research Pty Ltd

Privacy Statement 2023

Background

The Privacy Act was enacted in 1988 and reforms to the Act came into effect on 12 March 2014. The Australian Privacy Principles (APPs) set out minimum standards for the collection, storage, use and disclosure of information. These APPs replace the existing National Privacy Principles (NPPs) for the private sector and the Information Privacy Principles (IPPs) for the public sector.

Mint Research Pty Ltd adheres to The Research Society's Code of Professional Behaviour (The Code), which is underpinned by the APPs.

1. Disclosure of personal information or identifiable research information

- 1.1 Mint Research Pty Ltd always takes reasonable steps to ensure that the anonymity of all participants of Mint Research Pty Ltd's research projects are strictly preserved.
- 1.2 Prior to participating in any research for Mint Research Pty Ltd, explicit consent is sought by Mint Research Pty Ltd for personal information or identifiable research information, to be used for research purposes only.
- 1.3 For participation in any research, participants are informed:
 - 1.3.1 for whom the survey is being undertaken,
 - 1.3.2 to whom the report of aggregated information would be supplied and
 - 1.3.3 the purposes for which it will be used (research purposes only).
- 1.4 Mint Research Pty Ltd ensures that:
 - 1.4.1 personal information of any participant is not used for any non-research activity; and
 - 1.4.2 identified information is used only for the purposes of incentivising participation; (all other data handling and analysis is performed on de-identified data).
- 1.5 Mint Research Pty Ltd may disclose de-identified information freely, provided that there is no reasonable likelihood that the disclosed information could be used to identify one or more of the individuals who participated in the research, such as where the pattern of answers could reveal their identity.

2. Data collection and processing

- 2.1 Participants' co-operation in any Mint Research Pty Ltd research project is entirely voluntary at all stages.
- 2.2 Participants will not be intentionally misled by Mint Research Pty Ltd when being asked for their co-operation.
- 2.3 Researchers at Mint Research Pty Ltd always promptly identify themselves and unambiguously state the purpose of the research.

- 2.4 Mint Research Pty Ltd always discloses the source of the research sample to participants no later than the end of the collection of information.
- 2.5 Before commencement of ad hoc research projects, protocols for revealing the source of the research sample are agreed in advance and made clear in the instructions from Mint Research Pty Ltd to interviewers or recruiters.
 - 2.5.1 These include whether the source of the sample may be revealed: if so, at what point during the research it would be acceptable to reveal it and procedures for dealing with participants' requests for such details.
- 2.6 Mint Research Pty Ltd always discloses the identity of the end client unprompted, no later than the end of the collection of information, except where Mint Research Pty Ltd and the end client have reasonable grounds to decide that there are genuine research concerns or where there is another compelling reason not to do so (e.g. it may expose one of the parties to legal action).
- 2.7 Before commencement of ad hoc research projects, protocols for revealing the end client's identity are agreed in advance and made clear in instructions from Mint Research Pty Ltd to interviewers or recruiters.
 - 2.7.1 These include whether the end client's identity may be revealed: if so, at what point during the research it would be acceptable to reveal the end client's identity and procedures for dealing with participants' requests for the end client's identity when it would be unacceptable to reveal it.
- 2.8 Mint Research Pty Ltd will on request allow the client to arrange for checks on the quality of data collection and data preparation.
- 2.9 Identifiable research information collected and held by Mint Research Pty Ltd in accordance with The Code will be:
 - 2.9.1 Collected for specified research purposes and not used in any manner incompatible with these purposes;
 - 2.9.2 Reasonably necessary for the purpose of the research for which it is collected and/or further processed.

3. Informed consent

- 3.1 For all research undertaken by Mint Research Pty Ltd:
 - 3.1.1 Any participant may access their identifiable personal information being collected and seek to have it de-identified or destroyed (unless clause 5.7 applies).
 - 3.1.2 If there is a complaint or reasonable suspicion of a breach of the APPs, Mint Research Pty Ltd will provide details for independent investigation of the matter.
 - 3.1.3 Participants' identifiable research information will not be disclosed by Mint Research Pty Ltd overseas.
 - 3.1.4 Participants will be made aware by Mint Research Pty Ltd of the purpose of the collection; and

- 3.1.5 Participants will be made aware by Mint Research Pty Ltd of any quality control activity involving possible re-contact.
- 3.2 Mint Research Pty Ltd will only collect sensitive information (whether from a participant or from a third party) where the participant has consented, and the information is reasonably necessary for a research purpose.
 - 3.2.1 If it is reasonable and practicable to do so, Mint Research Pty Ltd will collect identifiable research information directly from the participant concerned, rather than from third parties (such as another member of the household).
- 3.3 If Mint Research Pty Ltd receives unsolicited information during a research project, the researcher will, as soon as practicable, destroy the unsolicited information or ensure that the information is de-identified.

4. Analysis and reporting of findings

- 4.1 In analysing and reporting on research findings, Mint Research Pty Ltd will always:
 - 4.1.1 ensure that findings disseminated by them are clearly and adequately supported by the data.
 - 4.1.2 provide end clients with appropriate methodological details of any research project carried out for the clients.
 - 4.1.2.1 Clients are entitled to detailed information about the research project, including background, sample, data collection, analysis and reporting.
 - 4.1.3 take reasonable steps to ensure that findings from a research project, published in the company name (or as individual researchers), are not incorrectly or misleadingly presented.
 - 4.1.4 take reasonable steps to check and where necessary amend any end client-prepared materials prior to publication to ensure that the published results will not be incorrectly or misleadingly reported.
 - 4.1.5 take reasonable steps to ensure that individual researcher's names and/or company name is not associated with the dissemination of conclusions from a research project unless they are adequately supported by the data.

5. Data storage and security

- 5.1 Mint Research Pty Ltd always ensures the security of all information relating to a research project.
- 5.2 In the case of ad hoc research projects, primary field records are retained for one year after completion of the fieldwork, and the research data is retained for possible further analysis for at least two years.
- 5.3 Mint Research Pty Ltd takes reasonable steps to protect identifiable research information:
 - 5.3.1 From misuse, interference and loss; and

- 5.3.2 From unauthorised access, modification or disclosure.
- 5.4 Identifiable research information collected and held in accordance with The Code will be kept no longer than is required for the purpose for which the information was collected or further processed.
- 5.5 Mint Research Pty Ltd will take reasonable steps to destroy identifiable research information or to ensure that the information is de-identified when the information is no longer needed.
- 5.6 Mint Research Pty Ltd must take reasonable steps to ensure that the identifiable research information that they collect, store, use or disclose is accurate, up-to-date and complete.
- 5.7 Individuals may access personal information held on them and correct it if they wish. However, where this cannot be done without the identity of others being disclosed (for example group discussion recordings), or where a point in time record was made that will be affected by change, Mint Research Pty Ltd may refuse the request and will keep notes on the reasons for refusal.
- 5.8 Mint Research Pty Ltd takes reasonable steps to ensure that any identifiable research information that is disclosed to another person or organisation:
 - 5.8.1 Will only be retained, used or disclosed by the recipient of the information in a manner that is consistent with the APPs; and
 - 5.8.2 Will be protected by the recipient from misuse, interference and loss and from unauthorised access, modification, use and disclosure; and
 - 5.8.3 Will only be used or disclosed by the recipient for a specified limited purpose and will be destroyed or de-identified once this purpose has been achieved.