



## SAGE INSIGHTS AUSTRALIA PTY LTD

### PRIVACY POLICY

#### 1 Introduction

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Thank you for visiting the SAGE Insights Australia website.

This website (“**Website**”) is owned and operated by SAGE Insights Australia Pty Ltd ACN 106 536 314 (“**SAGE Insights**”). To comply with various laws, we are required to display certain terms on the Website. These terms ensure that both SAGE Insights and you are aware of various expectations in relation to use of the Website. We feel that this will assist you in understanding what Sage Insights expects of you and likewise, what you can expect from SAGE Insights.

SAGE Insights recognises and values the protection of your personal information. SAGE Insights is governed by and observes the requirements of the *Privacy Act 1988* (Cth). We also recognise our customer’s concerns about the collection of their personal information and how SAGE Insights will use that information.

We have implemented this Privacy Policy in order to reassure and inform our customers about how we will use their personal information.

#### 2 What information do we collect from our customers?

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When booking or seeking information about our programs, you may be asked to supply personal information such as your:

- name;
- date of birth;
- address;
- telephone number; and
- e-mail address.

SAGE Insights may also conduct surveys or market research and may seek information from you on a time to time basis. These surveys will provide SAGE Insights with information that allows improvement in the types and quality of service offered to you, and the manner in which those services are offered.

### **3 Personal identification**

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Every time you use the Website, information is automatically collected by our service. Types of information include:

- The date and time of your visit to our website and program;
- Your IP address;
- The address of the documents you access;
- The type of browser and operating system you are using; and
- Any address of a recurring site and any website you are about to visit.

The information that will be collected provides SAGE Insights with details about how the website is used including the frequency and duration of visits, and which web pages you have accessed on the Website.

The information we collect will not personally identify an individual user of the Website.

We will not collect any personal information which may reveal racial or ethnic origin, political opinions, philosophical beliefs, trade union membership or details of health, disability, sexual activity or sexual orientation.

#### **Personal Information via the Website**

Most commercial websites use cookies. Cookies are pieces of information that websites send to the browser and are stored in the computer hard-drive. Cookies make using this website easier by storing information about your preferences on this website. This allows the site to be tailored to you on any of your return visits. Cookies will not identify you personally.

If you would prefer not to receive cookies, you can alter your security settings on your web browser to disable cookies or to warn you when cookies are being used. However, by disabling the cookie function in your web browser you may impede your ability to use parts of the site.

#### **Your option not to provide your personal information**

Giving your personal information to us is absolutely optional, however if you do not provide it we may not be able to contact you or give you access to certain benefits. Whenever it is optional for you to provide information, we will make this clear to you. By providing your personal information you are deemed to have consented to the use and disclosure of that information as outlined in this privacy statement.

### **4 Use and disclosure of information**

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Your personal information, including your e-mail address, will be used for two primary purposes. First it will be used to ensure the proper functioning of the SAGE Insights program. Secondly, it will be used for marketing, planning, product development and research requirements of SAGE Insights.

Specifically, SAGE Insights will not use or disclose or permit the use or disclosure of personal information that could be used to identify an individual member in any circumstances except:

- (a) to ensure the proper functioning of the SAGE Insights program in relation to the member in question (for example, to confirm membership and acceptance of the Terms and Conditions, to seek the member's views on the operation of the Website in order to improve member service, and to communicate promotional offers and special events.
- (b) SAGE Insights is required or authorised by law or if it is reasonably necessary to enforce the law;
- (c) the information is necessary for the establishment, exercise or defence of a legal claim;
- (d) there are reasonable grounds to believe that disclosure is necessary to prevent a threat to life or health; or
- (e) you have given express consent to SAGE Insights for a prescribed purpose.

SAGE Insights will not sell, distribute, rent, licence, disclose or reveal, share or pass the information onto any third parties, other than those who are contracted to SAGE Insights to keep the information confidential whether subject to a statute or a scheme which imposes similar restrictions to the National Privacy Principles contained in the *Privacy Act 1988* (Cth) regarding the handling of personal information.

## **5 Terms of Use**

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We will take all reasonable steps to ensure that all information collected from you that we use or disclose is accurate, up to date, complete and stored in a secure environment accessed only by authorised SAGE Insights personnel.

Please keep in mind that no information transmitted over the internet can be guaranteed to be 100% secure. We will endeavour to protect your personal information, however we can not ensure or warrant the security of any information you transmit to us or receive from our online products or services. These activities are conducted at your own risk. Once we receive your transmission, we will use our reasonable efforts to ensure its security.

## **6 Unsubscribe from the SAGE Insights e-mail database**

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To unsubscribe from the SAGE Insights e-mail database, please send an e-mail to [info@sageinsights.com.au](mailto:info@sageinsights.com.au) with “**UNSUBSCRIBE**” typed into the body of the e-mail.

## **7 How can I access, correct or update my information?**

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You can always access the information and content that you provide to us. If you wish to access or modify personal information that you have provided to us, please contact us at [info@sageinsights.com.au](mailto:info@sageinsights.com.au).

## **8 How to contact us**

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If you have any concerns or questions, please contact Mary Saunders by telephoning 07 5528 3605 or send any questions or queries via our email [mary@sageinsights.com.au](mailto:mary@sageinsights.com.au). SAGE Insights reserves the right to modify or amend this Privacy Policy at any time.

For further privacy information, please refer to the Australian Privacy Commissioner's Website [www.privacy.gov.au](http://www.privacy.gov.au).

We appreciate you taking the time to read the SAGE Insights Privacy Policy.

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**Privacy Policy last updated on 28 March 2008**