



## CONFIDENTIALITY POLICY

Thinkfield operates under the Market and Social Research Privacy Code as approved by the Privacy Commissioner, and adheres to the Australian Market and Social Research Society's Code of Professional Behaviour.

### **We Respect Respondent Confidentiality**

Unless explicit permission has been given by individual respondents, respondent identity cannot be revealed to the research client under any circumstance.

Participants in groups/interviews will be asked to provide written consent for the group/interview to be recorded on the understanding that the recording is made solely for the purposes of undertaking the specific research project.

At no stage can/will these recordings be used for internal or external marketing purposes (by Thinkfield or by the research client).

If any member of the client organisation or associate recognises a participant while observing a group/interview (or a recording thereof), it is the responsibility of that individual to make the fact known and must immediately remove themselves from the viewing/ observation situation.

Thinkfield reserves the right to prohibit the distribution of recordings to client representatives, in order to protect respondent confidentiality.

### **We Respect Client Confidentiality**

The brief, specifications, and research data obtained during any project remain the property of the research client and will not be disclosed to a third party.

Thinkfield will not disclose any confidential information (including data) relating to a client's research project to a third party. This confidentiality remains in place throughout the duration of the project and after completion, unless express permission has been gained by Thinkfield, from the research client. These restrictions cease to apply to any confidential information which may (other than by default) become available to the public generally.

### **We Ask the Same of Our Clients**

Information disclosed by Thinkfield to research clients, either orally or in writing, is disclosed in confidence. All ideas expressed in proposals/ quotes or similar are provided in confidence and must not be disclosed to any third party without prior written consent from Thinkfield.

Any business intelligence or other information acquired by research clients while dealing with Thinkfield may not be disclosed to another third party or be used by the research client to Thinkfield detriment.

Thinkfield adhere to the AMSRO Privacy Principles available at [www.amsro.com.au](http://www.amsro.com.au).

Sandra Simpson, General Manager.

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