

At Culture Counts, we've long believed that successful market research and engagement relies on the goodwill of the public. Protecting the privacy of the people who make our business possible is one way of ensuring ongoing goodwill and is therefore vital to our ongoing business success.

OECD Guidelines on the Protection of Privacy and Transborder Flows of Personal Data defines a set of eight Privacy Principles that inform the way organisations should collect, use, protect and disclose personal information.

Culture Counts embraces the eight OECD Privacy Principles because they build on our Company objective to protect the privacy of respondents, clients and other people associated with our Company.

Culture Counts also abides by the principles of the ICC/ESOMAR Code on Market and Social Research. More information about the code can be found at <https://www.esomar.org/knowledge-and-standards/codes-and-guidelines.php>.

Why do we collect information?

The purpose of our research is to gather and present the opinions of the public directly to the people making decisions about goods, services, culture, the arts, healthcare or social policies that touch many aspects of our daily lives.

To enable this, Culture Counts asks members of the public for their opinions on a variety of different issues.

We use data at an aggregate level, that is, we use the combined answers of many people to draw conclusions as to the opinions of broad segments of the population.

Why do we collect personal information?

Sometimes, Culture Counts collects personal information from the people we interview, our respondents. Most often this is used to verify that the person gathering the information captured the respondent's true and correct opinions.

Personal information can also be used to enable us to gain an accurate picture of what certain groups of people in society think, for example, what percentage of older people attend outdoor arts events? How could arts events for seniors be improved to encourage more people attend them?

We may also gather personal contact information such as name and contact details so we can contact the Respondent for further research or when rewards and prize draws are offered.

Information that identifies an individual, such as name or address, is removed from our survey data as soon as it is no longer needed i.e. we use only de-identified data for research analysis.



How does Culture Counts collect personal information?

Research may be conducted in person, or by electronic means. Our interviewers will always clearly identify themselves to respondents and in the case of face-to-face interviews, our interviewers will always carry appropriate identification.

If we are collecting your name and contact details, the purpose of this will always be made clear either in writing, electronic means or by our interviewer.

Who has access to my personal information?

Culture Counts will only transfer personal information to third parties that are directly involved in completion of the research project. Examples of these parties are Government departments, arts or culture organisations and funders, healthcare services providers, and software suppliers.

Culture Counts will not transfer personal details to a client or any third party not directly involved in the completion of the research project without the consent of the individual the details relate to.

We are not involved in direct marketing and will never sell personal information to marketing companies for direct marketing or any other purposes.

How do we protect the data we collect from misuse?

Culture Counts takes all reasonable precautions to protect information held about people who make our research possible.

All our systems are security protected and all Culture Counts staff and interviewers sign a confidentiality agreement upon commencing with the company. Personal information is stored securely and destroyed as soon as it is no longer required for research purposes.

Survey responses are stored on servers in Singapore, Australia, the United Kingdom, and the United States.

Access to personal information

As set out in the OECD Privacy Principles, individuals may seek access to and request the correction or deletion of personal information held about them while this information remains identifiable. To action a request, call or send an email to our Privacy Officer with your request.



Further information

All general queries, concerns or complaints should be directed to our Privacy Officer via the contact details listed below. If your complaint is regarding removal of your contact details from our records we will confirm in writing to you as soon as this is actioned. Our Privacy Officer or their representative will contact you for all other queries.

Privacy Officer

Phone: (03) 9654 5775

Email: admin@culturecounts.cc

Address:

Privacy Officer

Culture Counts Australia

Cannons House, Level 7

12-20 Flinders Lane

Melbourne Victoria 3000

Other related documents and links:

- OECD Privacy Principles; <http://oecdprivacy.org/#gapp>
- ICC/ESOMAR Code on Market and Social Research; <https://www.esomar.org/knowledge-and-standards/codes-and-guidelines.php>.

