

10000 FT Pty Ltd trading as 10 THOUSAND FEET - Privacy Policy

Last updated on 20 April 2021

Note: 10 THOUSAND FEET is a market research agency who administers Surveys using third party survey tools and otherwise carries out market research with Participants. Individuals participate in market research on either via membership in a Panel or via one of our Partners or Clients who direct Participants to a Survey or other market research program. Individuals can also participate in surveys that we send out ourselves.

Surveys are carried out using a range of third party owned and operated websites. Those websites are completely independent of 10 THOUSAND FEET and us. This Privacy Policy does not govern those websites and only governs our approach to processing data. We recommend that you carefully read the privacy policies and notices of those third party websites for information on their privacy, security, data collection and disclosure policies.

About this Privacy Policy

This Privacy Policy describes how **10000 FT Pty Ltd** ABN **59 111 160 779** of **PO Box 1115 North Sydney, NSW, 2059, Australia** ("**the Company**") collects, holds, transfers, discloses and otherwise processes personal data through its surveying, data collection and reporting operations (the "**Platform**") and the steps that the Company takes to secure that personal data.

In this Privacy Policy, "**we**", "**our**" and "**us**" are all references to the Company and "**you**" refers to any Partner, Client, Panel Member, Participant or other person who accesses our Platform.

Our Platform may contain links to, or invite you to, a number of third party websites, including third party owned and operated survey, partner, client, market research and dashboard reporting websites. However this Privacy Policy does not govern those websites. We recommend that you carefully read the privacy policies or notices of each third party site that you visit for information on their privacy, security, data collection and disclosure policies.

We are committed to complying with our privacy obligations in accordance with all applicable data protection laws, including the Australian Privacy Principles contained in Schedule 1 to the *Privacy Act 1988* (Cth) (the "**Privacy Act**").

If we decide to change this Privacy Policy, we will post the updated version on 10thousandfeet.com/privacy-policy so that you will always know what personal data we gather, how we might use that information, and whether we will disclose it to anyone. We will always upload the latest version of this Privacy Policy to this webpage; you must check this webpage regularly to ensure that you are familiar with the most recent version.

What is personal data?

In this Privacy Policy, "**personal data**" has the meaning given to the term "**personal information**" in the Privacy Act.

The Privacy Act defines "**personal information**" as information or an opinion about an identified individual, or an individual who is reasonably identifiable (a) whether the information or opinion is true or not; and (b) whether the information or opinion is recorded in a material form or not. Section 187LA of the *Telecommunications (Interception and Access) Act 1979* extends the meaning of personal information to cover information kept under Part 5-1A of that Act.

The types of personal information we collect

We collect the following types of personal data from Users:

- **User registration data:** Users provide their name, email, address, mobile phone number and any other information they choose to provide when registering a Platform Account on the Platform.
- **Transactional and Financial Data:** We collect transactional details about payments to and from Clients (including any cheques or transfers), bank accounts, receipts, business records, invoices, credit card details (when they pay us by credit card), details of the services our clients purchase, license, subscribe to or use and any other financial records that we are required to retain by law concerning any transaction we enter into with a Client.
- **Survey responses:** We collect gender, names, titles, email addresses, job titles, telephone numbers, contact details, mobile phone numbers, feedback and other personal data contained in survey responses, any submitted, uploaded or transmitted content or material including photos, videos, audio clips as well as marketing and communication preferences. We will process this personal data in order to administer our relationships with our Clients, Partners and Users. Some of the personal data contained in survey responses that we may collect may be of a sensitive nature such as and may include behaviour information, information about racial or ethnic origin, health records, financial information, opinions, political and religious opinions, trade union memberships and philosophical beliefs. We also collect content, material, text, visual photographs or videos that are uploaded, submitted or transmitted to or via the Platform.
- **Client databases and social media platforms:** In the course of providing our services we may host client databases or content specifically at the request of our clients that our clients have provided to us. These databases and content may include any type of personal data.
- **Personal data collected from third parties:** We collect personal data databases (e.g., contact details, product and/or service purchasing or usage activity, website visitation data, internet search history, etc.) from third parties (e.g., data brokers, data aggregators, etc.) for market research purposes, for example we may provide individual-level and/or aggregated-level data analysis for the development of audience insights and/or look-alike models.
- **Analytics data:** We collect and process personal data known as analytics data for analytical purposes, designed to measure and monitor how our Platform is being used and to highlight any areas for improvement, optimisation and enhancement of our Platform, including geo-location user location, IP addresses, log files, cookie data, information about your devices accessing our Platform (IP address, other applications on the device, time zone, network status, browser type, browser identifier, unique device identification number, network provider user ID, Media Access Control address, mobile advertising identifier, location, device capabilities, the type of device used to access our Platform, associated links and the operating system), the amount of time a user spends on our Platform and in which parts of it, and the path they navigate through it. We will process this personal data in order to monitor and detect unauthorised use of our Platform, and to establish how our Platform is being used and to highlight areas for potential improvement of our Platform. We often aggregate this data with other data. However, where the aggregated data is classified as personal information we treat it in accordance with this Privacy Policy. This data may be used for fraud prevention or to identify and track a person's participation in a Survey or other market research program and limit participation in accordance with the requirements of a specific Survey or other market research program conducted via the Platform.
- **Cookies and other Tracking Technologies:** We use cookies and other tracking technologies (such as traffic analytics, tracking cookies, web beacons, mobile advertising identifiers, tags and scripts) on our Platform and third party sites to assist with fraud prevention purposes and otherwise as required to

track Panel Members and Participants in connection with our Survey and market research program services. We will not place such tracking technologies on a User's computer, smartphone or other electronic device without the User's consent. Cookies are pieces of information that a website transfers to a computer's hard disk for record-keeping purposes. We may use session cookies, that are only stored for a limited amount of time and persistent cookies that remain indefinitely until they are deleted. Such cookies may be installed by us or by our third party contractors. Cookies enable us to remember and recognise you to better facilitate your user satisfaction when you visit our Platform by helping us tailor and improve the information we present to you. The use of cookies is common in the Internet industry, and many major websites use them to understand your usage of websites, to customise our Platform user experience for you, for statistical purposes and to provide useful relevant features, products, advertisements and services. A cookie may be used to tell when your computer or device has contacted our Platform and extracts information such as your IP address, browsing pattern, content that you have viewed and browser type. We may also use information collected by our cookies to determine whether you have seen, clicked on, or otherwise interacted with an online ad or promotion that we are working on to help provide better services for our Partners and Clients. Where you are a Panel Member, we may also select you for a Survey or other market research program where cookies will be used to expose you to specific advertising or promotions before the survey or other market research program activity for the evaluation of such specific advertising or promotions. With your consent, our Partners may also place cookies on your computer or device and use those cookies, tags and scripts to track certain information about your activity on certain websites and use this information for various market research activities. If you wish, you can choose not to consent to cookies or choose not to accept cookies by adjusting your web browser's privacy settings to delete cookies upon exiting websites or when you close your browser. You may also configure your browser to block cookies. Not providing consent, deleting cookies or blocking cookies may exclude you from participating in certain surveys or other market research programs or negatively impact your user experience.

- **Mobile Advertising Identifiers:** We use mobile advertising identifiers to collect personal information. A mobile advertising identifier is a string of numbers and letters that identifies an individual smartphone or tablet. On iOS, a mobile advertising identifier is called the "Identity For Advertisers" (IDFA, or IFA for short). On Android, the mobile advertising identifier is the GPS ADID (or Google Play Services ID for Android). We may collect mobile advertising identifiers or obtain them from a Partner. We may use mobile advertising identifiers in our market research programs or to share your data with Clients or Partners. Subject to your consent, We may also select you for a survey or other market research program where mobile advertising identifiers will be used to expose you to specific advertising or promotions before the survey or other market research program activity for the evaluation of such specific advertising or promotions. We will only collect or obtain mobile advertising identifiers with your consent.
- **Web Beacons:** We use web beacons to collect personal information. A web beacon (also known as a tag, clear gif or 1x1 pixel) consists of a small string of code that is embedded within a web page or email. They may or may not be a visible graphic image associated with the web beacon, and often the image is designed to blend into the background of a web page or email. We may use web beacons in our email messages to help determine whether our messages are opened and to verify any clicks through to links within the email or in advertising or website research to determine if a Participant has viewed ads or other online content that we are analysing. We and our authorised agents may link personal information to web beacons for operational and research purposes.
- **Geo-Location Data:** We may collect geo-location information from your computer or device. We may use your geo-location data for fraud prevention or for market research purposes, including but not limited to advertising research or other tracking-based market research activities.
- **Digital Fingerprinting:** We may use digital fingerprinting technology to gather certain data about you and/or your computer or device. This data may include personal information such as an IP address, as

well as non-personal information such as a computer operating system or browser version number. This technology creates a unique computer identifier that may be used for fraud prevention or to identify and track your participation in a survey or other market research program and limit participation in accordance with the requirements of a specific survey or other market research program.

- **Social Media Information:** You may also be offered the opportunity to participate in surveys and other market research programs through or with social media platforms. If you choose to participate in surveys or other market research programs through or with social media platforms, we may, with your consent, collect certain profile information stored in your social media platform account.
- **Log Files:** We automatically gather and store certain information during survey and other market research program participation. Our servers and/or those of our suppliers automatically record information that your browser sends whenever you visit a website. These server logs may include information such as your web request, Internet Protocol (IP) address, browser type, browser language, the date and time of your request and one or more cookies that may uniquely identify your browser. This information is periodically deleted as part of normal maintenance routines.

Who we collect personal data about

We collect personal data from the following individuals:

- Panel Members and Participants who participate in Surveys and other market research programs that are administered using the Platform;
- when Participants become members of market research communities that we own and operate;
- when one of our clients invites a Participant or potential Participant to become a member of a market research community administered via the Platform on a third party website;
- any User who registers an account on the Platform;
- people who download or upload Content from the Platform;
- any person who has consented to providing their information to database owners or publicly available sources;
- any person where it is necessary to do so in order to provide Services through the Platform.

We do not knowingly collect personal data from children below the age of 16 through the Platform without the consent of their parent or legal guardian. If we become aware that we have inadvertently collected personal data from such persons, we will delete that personal data from our Platform and records.

How we collect personal information

We collect information through Users' registration on the Platform and participation in communities, Surveys and other market research owned by us and/or our Clients. Participation in our and such third party Surveys, Panels communities and/or market research programs is completely voluntary.

We collect personal data via the Platform in the following ways:

- when we are provided with completed surveys, questionnaires, other market research programs and direct marketing that we or a Panel Owner, Partner or Client may invite a User to participate in via the Platform;
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- where a User voluntarily provides personal data to us or consents to our collection of the personal data (such as when we conduct a survey of the person) or when a third party owned and operated website that is used to conduct the surveys, questionnaires, market research programs and/or direct marketing supplies the results thereof to us ;
- when a User registers on the Platform and provides us with personal information in the course of completing that registration;
- when it is sent to us by our Clients and third parties for the purpose of providing us with instructions or information necessary for us to process in order to provide services to our clients;
- when our Platform automatically collects information about user activity (via our analytics service providers); and
- where any person voluntarily discloses it to us via the Platform.

How we hold, disclose and use personal data

We hold personal data that we collect in our offices, computer systems, and third party owned and operated hosting facilities. We use and/or disclose personal data as follows:

- we provide and/or license personal data that we collect through User registrations on the Platform and through surveys and market research programs to Partners and/or Clients;
- we profile Users to enable us to better target specific surveys and other market research programs for our Clients;
- when we allow Panel Members and Participants to participate in and manage rewards and incentive programs, sweepstakes and promotional services;
- when we validate profiling information or answers provided to a survey or other market research program;
- to investigate, prevent or detect suspected fraudulent activity, violation of our Terms of Use or violation of another party's rights;
- to respond to duly authorised information requests of governmental authorities or where required by law;
- in connection with the sale, assignment, or other transfer of our business or assets;
- for database matching, data and software updates, data validation, data appending or enhancement, coding and data segmentation purposes;
- in connection with market research services (including our incentive and reward programs), when we disclose or license personal data collected from community members and Participants to our agents, contractors and Partners that facilitate such services;

- when we combine it with other personal data or use or analyse it in individual or aggregate form or sell or license it on that basis;
- to license our Clients to use personal data;
- in connection with services that individuals or entities perform for, or with, us;
- in connection with the lawful request of public authorities, to meet statutory conditions, national security or law enforcement requirements and otherwise where required by law;
- when we believe that disclosure is necessary or appropriate to prevent physical harm or financial loss or in connection with suspected or actual illegal activity;
- in order to verify a person's identity when we are contacted to ensure that we know who we are communicating with and to contact and invite community members and Participants to participate in surveys or other market research programs;
- when we carry out statistical modelling to better understand trends and preferences amongst specific groups and audiences within the general population;
- to provide Clients with our services and to administer, maintain and answer questions about our Services;
- in order to send newsletters and other communications to our Clients concerning our services, events and business opportunities;
- to enforce our rights and comply with our contractual and other legal obligations;
- to issue bills and invoices to our Clients, and to enforce the payment obligations of our Clients to pay our fees;
- to handle requests, messages, complaints and when processing an application for our Services;
- to identify Clients and other individuals when we are contacted with questions or concerns regarding the products and services we provide;
- in order to configure a new services and/or surveys for our customers or when conducting research and development of our products and services;
- for market research purposes.

Who we disclose personal data to

We will only disclose personal data that we collect to third parties as follows:

- ***To our hosting providers who host our files and databases in the cloud*** – we store backup copies of our computer files, software and databases in the cloud with our hosting providers who host those files, and that software and databases (including any personal data contained in them) on our third party hosting providers' computer servers located in their data centres;
- ***To our Partners, Survey Owners and Clients*** – we may provide Community Members and Participants' personal data to our Partners, Survey Owners and Clients, when we license or sell such data to them for the purpose of performing analytics and providing marketing intelligence. This

information may be shared via a cookie (cookie ID), a mobile advertising identifier, an email address or other method;

- ***To third party owned and operated survey, market research websites*** – we may provide Panel Members and Participants' personal data to third party owned and operated survey and market research websites in order for them to conduct those services with respect to Panel Members and Participants or potential Community Members and Participants;
- ***So that we can obtain assistance from our suppliers and corporate group*** with the provision of our services – in which case we may disclose your personal data to our suppliers and subcontractors as well as to members of our corporate group who we may subcontract the provision of all or part of our services to. For example, we may use printing providers who print documents on our behalf that contain personal data, couriers who deliver documents on our behalf that contain personal data, and share computers that contain personal data with our related bodies corporate;
- ***Handling claims, legal disputes and complaints*** – in which case we may disclose your personal data to our insurers, lawyers, accountants and other professional advisors;
- ***Sending out a newsletter or survey invitation*** – in which case we may disclose your personal data to our email and newsletter service providers;
- ***In order to identify our Customers and end users*** - when we are contacted with questions or concerns regarding the products and services that we provide;
- ***In order to record billing details and process payments from our clients*** – in which case we will provide client bank account, cheques and credit card details to our bank and merchant facility providers;
- ***For professional advice*** - when providing information to our legal, accounting or financial advisors/representatives or debt collectors for debt collection purposes or when we need to obtain their advice, or where we require their representation in relation to a legal dispute;
- ***If we sell the whole or part of our business or merge*** with another entity – in which case we will provide to the purchaser or other entity the personal data that is the subject of the sale or merger;
- ***Where a person provides written consent to the disclosure*** of his or her personal data;
- ***Where required by law.***

We may also provide your personal data to our lawyers, insurers and professional advisors and any court or administrative body, for one or more of the following purposes:

- To obtain or maintain insurance;
- The prevention, detection, investigation, prosecution or punishment of criminal offences, breaches of a law imposing a penalty or sanction or breaches of a prescribed law;
- To protect or enforce our rights or defend claims;
- Enforcement of our claims against you or third parties;
- The enforcement of laws relating to the confiscation of the proceeds of crime;

- The protection of the public revenue;
- The prevention, detection, investigation or remedying of seriously improper conduct or prescribed conduct;
- The preparation for, or conduct of, proceedings before any court or tribunal, or implementation of the orders of the court or tribunal.
- Where disclosure is required to protect the safety or vital interests of employees, end users or property.

Notifiable data breaches

Since 22 February 2018, data breaches that are likely to result in serious harm must be reported to affected individuals and the Office of the Australian Information Commissioner (**OAIC**), except where limited exceptions apply. We will notify affected individuals, the OAIC and relevant supervisory authorities of any data breach where we are required to do so in accordance with our legal obligations.

Third party websites and platforms

Our websites may include links to, or send invitations for you to visit, third party websites and platforms. Our linking to those websites and platforms does not mean that we endorse or recommend them. We do not warrant or represent that any third party website or platform operators comply with applicable data protection laws. You should consider the privacy policies of any relevant third party websites and platforms prior to sending your personal data to them.

You may interact with social media platforms via social media widgets and tools such as the Facebook Like button and the Facebook pixel that may be installed on our websites. These widgets and tools may collect your IP address and other personal data. Your interaction with such widgets and tools, and any single sign-on services such as Open ID is governed by the privacy policies of the relevant social media operators and single sign-on service providers – we recommend that you read them so that you are aware of how they process your personal data.

Security

Despite the safeguards we implement, transmissions over the Internet and/or a mobile network are not totally secure and we do not guarantee the security of online transmissions. We are not responsible for any errors by any person who submits personal data and/or content to our Platform.

We take reasonable steps to protect personal data that we hold from unauthorised access, modification and disclosure and implement technical, physical, administrative and organisational safeguard measures to ensure a level of protection appropriate to the risk of accidental or unlawful destruction, loss, alteration, unauthorised disclosure of, or access to personal data transmitted, stored or otherwise processed, as follows:

- performing security testing, and maintaining other electronic (e-security) measures for the purposes of securing personal information, such as passwords, anti-virus management and firewalls;
- requiring employees and contractors to comply with privacy and confidentiality terms and conditions in their employment contracts and subcontractor agreements;
- having a data breach response plan in place;
- having data backup, archiving and disaster recovery processes in place;
- having processes in place to ensure integrity and resilience of systems, servers and personal information;
- complying with Australian Privacy Principle 11 in relation to personal information governed by the *Australian Privacy Act 1988* (Commonwealth); and

If you refuse to provide us with personal data

If you do not provide us with your personal data, you can only have limited interaction with us. For example, you can browse the Platform without providing us with personal information, such as the pages that generally describe the Platform features that we make available, and our Contact Us page. However, when you register and participate on our Platform, or become a Partner, Client, Community Member or Participant or otherwise enter into a commercial relationship with us, we need to collect personal data from you in order to identify who you are, so that we can provide you with services, and for the other purposes described in this Privacy Policy. You have the option of not identifying yourself or using a pseudonym when contacting us to enquire about our services, but not if you wish to actually access or use our Services. It is not practical for us to provide you with our Services if you refuse to provide us with personal data.

Further, if you are a Community Member or Participant, failure to provide certain information or to fully participate in a particular survey may preclude you from receiving incentives, compensation and from participation in future Surveys and other research that we or a Partner or Client may administer or invite you to participate in via the Platform.

Email communications

We do not send "junk" or unsolicited e-mail in contravention of the *Spam Act 2003* (Cth). We will, however, use e-mail in some cases to respond to inquiries, to communicate with Users, to correspond with our Partners, Clients and other third parties. Some of these emails may be transaction-based e-mails that are automatically generated.

We respect your decision whether or not to participate or respond to any survey and/or other market research program. If you decide that you do not wish to receive e-mails, surveys or other market research programs from us, you can opt out by requesting that we do not send further e-mails to you by contacting us via email at: info@10thousandfeet.com

Alternatively, Users may click the 'unsubscribe' tool or opt out links contained in any communication we send or links on Survey invitations. Upon receipt of any such request, we will ensure that they cease to receive automated emails from us.

Offshore data transfers

We may transfer your personal data to our contractors and service providers who assist us with providing our products and services to you, and to assist us with the operation of our business generally, where we consider it necessary for them to provide that assistance.

We currently store personal data that we collect and hold in Australia and in the United States of America. In addition, we use third party suppliers to assist us in the provision of the Platform, including third parties in Australia, Sweden, Bosnia, India and the United States of America. We supply those parties with access to personal data that we collect and hold for the purposes specified in this Privacy Policy.

Provided that we comply with applicable law, including the provisions of Australian Privacy Principle 8, we may transfer your personal data to our offshore contractors and service providers.

Retention and de-identification of personal data

It is our policy to retain personal data in a form which permits identification of any person only as long as is necessary for the purposes for which the personal data was collected; and for any other related, directly related or compatible purposes if and where necessary for the purpose of the processing activity, the fulfilling of our contractual commitments to our Clients and Partners, as authorised by you and/or as permitted by applicable law. We will only process personal data that you provide to us for the maximum

length of time permitted by applicable law and only thereafter for the purposes of deleting, de-identifying or returning that personal data to you (except where we also need to retain the data in order to comply with our legal obligations, or to retain the data to protect your or any other person's vital interests). Where you require personal data to be returned, it will be returned to you at that time, and we will thereafter delete all then remaining existing copies of that personal data in our possession or control as soon as reasonably practicable thereafter, unless applicable law requires us to retain the personal data in which case we will notify you of that requirement and only use such retained data for the purposes of complying with those applicable laws.

Where the personal data is personal information for the purposes of the *Privacy Act 1988* (Cth), instead of destroying the personal information we may take such steps as are reasonable in the circumstances to de-identify the personal information that we hold about an individual where we no longer need it for any purpose for which it may be used in accordance with this Privacy Policy if the information is not contained in a Commonwealth record and we are not required by Australian law (or a court or tribunal order) to retain it.

How to access and correct personal data held by us

Please contact us if you wish to access the personal data that we hold about you, using the contact details set out at the end of this Privacy Policy. We will handle your request for access to your personal data in accordance with our statutory obligations. To ensure that we only obtain, collect, use and disclose accurate, complete and up to date personal data, we invite you to contact us and inform us if any of your personal details we hold change or if any of the personal data held by us is otherwise incorrect or erroneous. In exchange for your payment to us of a reasonable fee, we will provide you (or if you wish, another controller) with a copy of the personal data they we hold about you in a structured, commonly used and machine readable format.

Our contact details

If you wish to contact us for any reason regarding this Privacy Policy, our privacy practices or to enquire, review, correct or delete the personal data that we hold about you, please contact us at the following address:

Privacy Representative

Privacy & Data Protection officer
PO Box 1115, North Sydney, NSW, 2059, Australia
info@10thousandfeet.com

Data Protection Officer

Privacy & Data Protection officer
PO Box 1115, North Sydney, NSW, 2059, Australia
info@10thousandfeet.com

We will use our best endeavours to resolve any privacy complaint within ten (10) business days following receipt of your complaint. This may include working with you on a collaborative basis to resolve the complaint or us proposing options for resolution.

If you are not satisfied with the outcome of a complaint or you wish to make a complaint about a breach of the Australian Privacy Principles you may refer the complaint to the Office of the Australian Information Commissioner (OAIC) who can be contacted using the following details:

Call: 1300 363 992
Email: enquiries@oaic.gov.au
Address: GPO Box 5218, Sydney NSW 2001