

## Privacy & security

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This policy explains how we use any personal information we collect about you when you use [www.voiceyourchoice.com.au](http://www.voiceyourchoice.com.au) or get in contact with us. If you have any questions please email [support@voiceyourchoice.com.au](mailto:support@voiceyourchoice.com.au) and we will be happy to help. CHOICE is committed to protecting your information when you use our services, buy our products or visit our websites. For CHOICE's full privacy policy [click here](#) Vision Critical operates the Voice Your Choice ([www.voiceyourchoice.com.au](http://www.voiceyourchoice.com.au)) website on behalf of CHOICE.

### What Information do we collect about you?

We collect information about you when you register with Voice Your Choice. We also collect information when you complete surveys, take part in other research activities such as forums and online focus groups, and send us enquiries. This may cover anything from your contact details to responses to surveys and feedback you've provided.

We also collect information about your use of the [www.voiceyourchoice.com.au](http://www.voiceyourchoice.com.au) website. This information helps tell us what content is popular with our customers so we can prioritise it. It also provides us with information which is important to help us improve the experience of the site.

### How will we use this information about you?

We collect information about you so we can invite you to take part in research, manage your Voice Your Choice account and let you know about activity on Voice Your Choice. We also use information you've provided in surveys to filter the research invites to those you'll be most interested in.

When you first register with Voice Your Choice we will send you a welcome email detailing your new account details and how to find out more about what being part of Voice Your Choice involves.

If you would like to stop receiving communications from Voice Your Choice for any reason, please email [support@voiceyourchoice.com.au](mailto:support@voiceyourchoice.com.au) or by clicking the unsubscribe button in your member profile on [www.voiceyourchoice.com.au](http://www.voiceyourchoice.com.au). This does not affect your subscription to CHOICE or associated products and services.

### Will you pass my information on to other companies?

CHOICE analyses your survey response collected via Voice Your Choice. From time to time, Vision Critical may also process or analyse this data on behalf of CHOICE. Vision Critical have passed strict organisational and technical security standards set out by CHOICE. We do not pass your details (email, address, telephone, IP address, cookie details etc.) to third parties for marketing purposes.

## Security

We are committed to ensuring your information is secure. We've put in place suitable physical, electronic and managerial procedures to reasonably secure any information collected from you from misuse, interference or loss, and in order to prevent unauthorised access, modification or disclosure to that information.

Our main servers are located in Australia and our suppliers have servers based overseas. Your information may be accessible to the owners of those servers, but not in a manner that would identify you. Your information is kept on third-party servers for the purposes of storage only.

Nevertheless, we have used our best endeavours to ensure that any recipients of your information will not be in breach of this policy. To the extent that information may be held in the cloud or you access an app, CHOICE has adopted, in conjunction with our designers and third-party suppliers, a privacy-by-design approach. We have (as much as possible) introduced privacy measures into the design of the technology we use, and we're constantly improving on those designs.

We have also, where possible, asked or ensured that our suppliers and their employees and contractors abide by the Australian Privacy Principles. However, if you're accessing our content from third-party sites then the privacy policy of those sites applies, as we have no control over their privacy protocols.

## How we use cookies

A "cookie" is a small file that asks permission to be placed on your computer's hard drive. Once you agree, the file is added and the cookie helps analyse web traffic or lets you know when you visit a particular site. Cookies allow web applications to respond to you as an individual. The web application can tailor its operations to your needs, likes and dislikes by gathering and remembering information about your preferences.

We use traffic log cookies to identify which pages are being used. This helps us analyse data about web page traffic and improve the Sites in order to tailor it to customer needs. We only use this information for statistical analysis purposes. This information is de-identified and used for analysis only. Overall, cookies help us provide you with a better site, by enabling us to monitor which pages you find useful and which you do not.

In no way does a cookie give us access to your computer or any information about you, other than the data you choose to share with us. You can choose to accept or decline cookies. Most web browsers automatically accept cookies, but you can usually modify your browser setting to decline cookies if you prefer. This may prevent you from taking full advantage of the Sites.

The cookies we collect are:

Crazy Egg, Crimtan, DoubleClick (inc. DoubleClick Floodlight & DoubleClick Spotlight), Google Adwords Conversion, Google Analytics, Adobe Media Optimizer, ClickTale, Tribal Fusion, Media Math, Ve Interactive, Datalogix, Facebook Connect, Facebook Social Plugins, Google +1, ScoreCard Research, Beacon and ShareThis.

Vision Critical use 'secure cookies' to prevent malicious attackers from stealing the information within those files. These cookies include:

### Links to other websites

One or more of the Sites may contain links to other websites of interest. However, please note that once you have used these links to leave one or more of the Sites, we have no control over that other website and we do not necessarily endorse or condone its content. We cannot be responsible for the protection and privacy of any information that you provide while visiting such sites, and such sites are not governed by this privacy statement. You should exercise caution and look at the privacy statement applicable to the third-party website in question.

### Controlling your personal information

You may choose to restrict the collection or use of your personal information in the following ways:

- Whenever you're asked to fill in a form on the Sites, look for the box that you can click to indicate that you do not want the information to be used for direct marketing purposes.
- If you have previously agreed to us using your personal information for direct marketing purposes, you may change your mind at any time by writing to or emailing us at [privacy@choice.com.au](mailto:privacy@choice.com.au) with the subject heading "Details Correction".

We will not sell, distribute or lease your personal information to third parties except for direct marketing purposes, but only when where we have your permission, or where we are required by law to do so. We may use your personal information to send you promotional information about third parties that we think you may find interesting unless you tell us that you do not wish for this to happen.

We take reasonable steps to ensure your information is as accurate and up to date as possible. However, if you believe that any information we're holding about you is incorrect or incomplete, please write to or email us as soon as possible at [privacy@choice.com.au](mailto:privacy@choice.com.au) with the subject heading "Details Correction". We will promptly correct any information found to be incorrect. There is no charge for this correction.

You may request details of personal information that we hold about you. A small fee will be payable for the data retrieval. If you would like a copy of the information held on you, please write to or email us at [privacy@choice.com.au](mailto:privacy@choice.com.au) with the subject heading "Request for Personal Information".

#### [If you wish to make a complaint](#)

If you believe any of our services breach the **Australian Privacy Principles** or a relevant code, you should first write to or email us at [privacy@choice.com.au](mailto:privacy@choice.com.au) with the subject heading "Privacy Complaint".

We will respond to your complaint within 30 calendar days. If you feel we have not adequately addressed your complaint, or you receive no response after 30 calendar days, you may make a complaint to the Office of the Australian Information Commissioner (OAIC). Please see the guide on their website for more details.