

The Sydney Morning Herald Insider Panel: Consent and Privacy Collection Notice

Consent to emails: The Sydney Morning Herald Insider is an online market and social research panel. By applying to join The Sydney Morning Herald Insider, you consent to Fairfax Media Publications Pty Limited ACN 003 357 720 ('the Herald'), sending you regular emails. These emails will invite you to participate in The Sydney Morning Herald Insider online surveys and in some instances may direct you to the surveys. The Herald will also email you the quarterly The Sydney Morning Herald Insider newsletter.

Opting Out: You can unsubscribe from The Sydney Morning Herald Insider panel at any time by sending an email to support@thesmhinsider.com.au and inserting the words "Request Removal" in the subject line, or by following the link to unsubscribe that will be present in every email sent to you by the Herald. If you unsubscribe, we take reasonable steps to de-identify personal information you have previously provided to us.

Use: (i) **Contact details and personal information:** We only use your contact details for the purposes of the The Sydney Morning Herald Insider market research panel. We don't use your contact details to send you marketing material. Please note that if, at a different point in time, you provide us with contact details or personal information via any other Fairfax website in the Fairfax network (Other Collection Point), our use of the contact details or personal information you provide at the Other Collection Point will be governed by the collection statement published at the Other Collection Point, as well as the Fairfax Privacy Policy noted below.

(ii) **Survey responses:** We use your survey responses for market research purposes only. We don't use personal information provided in survey responses for marketing purposes or other commercial purposes. We combine the information provided in survey responses to produce "aggregated survey results", and these results do not identify any individual. Any information you provide in survey responses will only be combined with other data, via your express consent. For example, panellist demographic data may be matched to current Fairfax subscriber information (if applicable) but only with the express consent of registered panellists and only in accordance with Australian Market and Social Research Society guidelines.

Disclosure: Unless Fairfax Media is required by law to act otherwise (e.g. under a court order), Fairfax Media will only disclose the personal information of panel members as follows:

(i) **Survey responses:** We use research partners to help us analyse and code the information you provide in survey responses. These are the only people outside the Herald who see individual survey responses.

(ii) **Contact details:** If you enter a competition and win a prize, with your consent we will publish your name in our quarterly newsletter. Otherwise, we will not disclose the identity of panel members.

(iii) Aggregated survey results: Aggregated survey results are used by the Herald for its own research purposes. Fairfax Media may share aggregated survey results with its related companies, suppliers and customers, but these results do not identify individuals.

Access: You have rights to seek access personal information that we hold about you (although note that this will be limited to information that you provide us).

Changes to The Sydney Morning Herald Insider: Consent and Privacy Collection Notice: The Herald may, from time to time, review and update this Consent and Privacy statement to take account of new laws and technology and changes to the Herald's operations. All personal information will be governed by the most recent The Sydney Morning Herald Insider Consent and Privacy statement.

The Fairfax Privacy Policy can be found at <http://www.fairfax.com.au/privacy.html>.

The Fairfax Privacy Policy applies to the use of personal information in a broader range of circumstances and is therefore subject to the Consent and Collection Notice above.