



**Vogl & Blake**  
Research Consultants

# **Vogl & Blake Research Consultants Research Information Privacy Policy**

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[www.voglblakeresearch.com.au](http://www.voglblakeresearch.com.au)

Updated 2/3/22



# Privacy Policy

## 1. Introduction

Vogl & Blake value your privacy. We abide by the requirements of the Privacy Act 1988 (Privacy Act) and the Privacy Amendment (Enhancing Privacy Protection) Act 2012. in relation to the collection, use storage, disclosure and removal of your personal information and comply with other applicable laws protecting privacy including State and Territory health information legislation. We abide by the National Statement on Ethical Conduct in Human Research (2017, updated 2018).

We also have membership with the Research Society formerly the Association of Market and Social Research Organisations (AMSRS). The Research Society is the peak body in Australia for everyone engaged or interested in market, social and opinion research. Compliance with the Research Society [Code of Professional Behaviour](#) is a condition of membership.

## 2. Scope of policy

This policy pertains to the personal information for individuals participating in Vogl & Blake research projects but where specified pertains also to clients.

## 3. What is personal information and personal data?

Personal information is any information that can be used to identify you. This may include your name, address, telephone number, email address and profession or occupation. If the information we collect personally identifies you, or you are reasonably identifiable from it, the information is personal information.

## 4. When do we collect personal information?

Vogl & Blake collect personal information for the purposes of research.

## 5. How do we collect your personal information?

This information is collected directly from you in the case of a research participant and from you/an authorised representative in the case of our clients. Prior to collecting information from you as a research participant – Vogl & Blake provide you with a consent form. This consent form details what the research is about; who it is for; information around confidentiality and your rights; how your data will be stored and how long for; how your data will be presented to the client. In the case of a research participant under the age of 18, both parental/guardian consent and research participant consent is obtained.

## 6. What do we do with your information?

As a research participant – your information is presented back to clients in a de-identified way. The data that is presented to clients is presented in such a way that your identity cannot be inferred including via deductive disclosure (i.e., through cross-analysis, small samples, or through combining the information with secondary data).

On occasion clients may be invited to observe research focus group sessions. This will never be done without your prior knowledge and consent.

In instances where research participants may be considered vulnerable, clients may be asked to provide a psychologist/counsellor to be in attendance during research focus groups. This will never happen without your prior knowledge and consent.

## 7. Security of your information (how is your data looked after?)

The security of your personal information and data is important to us and we take every reasonable step to protect this. Information that is collected throughout the research project (such as interview recordings, focus group or survey responses) is stored on a password protected computer throughout the duration of the research project. If required, it is then stored securely on Australian servers. Generally, this data is kept for 5 years (this may change according to the nature of the project) and after this time, the data is destroyed. Vogl & Blake will always inform you of the length of time that your data will be retained in the participant consent form that you will be required to sign prior to participating in any research.



While all care is taken to protect your personal information and data and to use reputable ethical companies, we cannot guarantee that the internet is 100% secure. At times Vogl & Blake use communication and storage software where the data is stored overseas; the regulatory regimes governing data access and use in other countries may not be the same as those that are in place in Australia. You will always be provided with information in our consent forms as to where your data will be sent prior to you participating in any research.

## 8. Accessing your personal information

You are entitled to view any personal information we hold about you and where possible, you are entitled to update, or request deletion of your personal information. You are entitled to have your personal information rectified if that information is inaccurate or incomplete. If you wish to be informed of the personal information we hold about you, please contact Dr Gillian Vogl

[gillian@voglblakeresearch.com.au](mailto:gillian@voglblakeresearch.com.au)

## 9. Complaints

If you would like to make any complaints about possible breaches to your privacy, please contact Dr Gillian Vogl

[gillian@voglblakeresearch.com.au](mailto:gillian@voglblakeresearch.com.au)

If your complaint relates to our failure to provide access to or to correct any personal information that we hold about you, you may lodge a complaint directly with the Office of the Australian Information Commissioner (for more information, please see [www.oaic.gov.au](http://www.oaic.gov.au)).

## 10. Changes to privacy policy

From time to time, it may be necessary for us at Vogl & Blake to review and change our privacy policy periodically. In these circumstances, all information will be managed in line with Australian Privacy Principles and will be completed with compliance to the Privacy Act 1988 (Privacy Act) and the Privacy Amendment (Enhancing Privacy Protection) Act 2012.

