



Privacy Policy

The Klein Partnership (Aust) Pty Ltd
ABN 54 159 458 250

Effective: 18th August 2026

1. Our commitment to privacy

The Klein Partnership (Aust) Pty Ltd (Klein) respects and upholds your privacy and is committed to protecting the personal information of people who participate in our research.

We handle personal information in accordance with the Privacy Act 1988 (Cth), the Australian Privacy Principles (APPs) and the Privacy (Market and Social Research) Code 2021.

This Privacy Policy explains:

- the types of personal information we collect and hold
- how we collect personal information
- why we collect, use and disclose it
- how we protect and retain personal information
- how you can access or correct personal information we hold about you
- how you can make a privacy enquiry or complaint.

Information provided for research purposes is used for research and not for advertising, sales or direct marketing.



2. What personal information do we collect?

The personal information we collect depends on the nature and purpose of the research.

It may include:

- name and contact details
- age or date of birth
- gender
- location
- occupation and employment information
- household and demographic information
- income
- purchasing and behavioural information
- opinions, attitudes, experiences and feedback about products, services, organisations or community issues
- audio or video recordings where these are required for a research project
- other information relevant to the particular research project.

Where practicable, you will have the option of participating anonymously or using a pseudonym.

There may be circumstances where this is not practicable, for example where a client or another organisation has provided us with your contact details for the purpose of inviting you to participate in research, or where follow-up research is required.

3. Sensitive information

Some research may involve sensitive information, such as information about health, racial or ethnic origin, political opinions, religious beliefs, sexual orientation or other matters defined as sensitive information under the Privacy Act.

We will only collect sensitive information where you consent to its collection and where it is reasonably necessary for the research, or where its collection is otherwise permitted by law.

Participation in our research is voluntary. You can choose not to answer a question unless we advise you that the information is required for a particular research purpose.



4. How do we collect personal information?

We generally collect personal information directly from you when you participate in research conducted by Klein.

Research may be conducted through a range of methods, including:

- online surveys
- telephone surveys
- face-to-face interviews
- individual interviews and focus groups
- online communities and discussion forums
- social media recruitment
- other appropriate market and social research methods.

We use a range of research and technology platforms to conduct and analyse research, including Qualtrics and Human Listening, together with other specialist research systems and service providers.

We may also receive personal information from third parties. For example, a client may provide contact details for customers, residents, employees, stakeholders or other people it wishes to invite to participate in research.

Where appropriate, we will tell you who provided your information or the circumstances in which we obtained it.

We may also engage reputable research panel and sample providers to recruit participants. In these circumstances, the panel provider generally retains the participant's identifying and contact information, while Klein receives a participant identifier and their research responses rather than their identifying information.

5. Why do we collect and use personal information?

We collect, use and disclose personal information primarily for the purpose of conducting market, social and community research.

This may include:

- inviting people to participate in research



- determining eligibility for a research project
- conducting surveys, interviews and other research
- analysing research responses
- undertaking quality assurance and validation
- contacting participants where follow-up has been agreed or is reasonably required for the research
- providing incentives or administering prize draws
- producing research findings and reports.

We do not use personally identifiable research information for advertising, sales, promotions or direct marketing.

Research findings are generally reported in aggregate or de-identified form so that individual participants cannot reasonably be identified.

6. Recording and transcription

On some projects, Klein may record interviews, focus groups or other research sessions.

Where a research session is to be recorded, participants will be informed before or at the time of recording.

Recordings may be transcribed manually or using technology-assisted transcription services. Recordings and transcripts are used for research purposes and are subject to the same privacy and security protections as other research information.

7. Use of artificial intelligence and automated tools

Klein may use artificial intelligence (AI), machine learning and other technology-assisted tools to support aspects of our research.

These tools may assist with activities such as:

- transcription
- coding and categorising open-ended responses
- summarising research material
- identifying themes and patterns



- analysing research data
- supporting the preparation of research outputs.

We take reasonable steps to ensure that the use of these technologies is appropriate to the nature and sensitivity of the information involved and consistent with our privacy, confidentiality and professional obligations.

Where personal information is processed using an external AI or technology provider, we take reasonable steps to assess the privacy and security arrangements applying to that provider and to limit the information provided to what is reasonably necessary for the research purpose.

Klein does not use automated decision-making to make decisions about research participants that could reasonably be expected to significantly affect their rights or interests.

8. Who do we disclose information to?

Klein does not disclose personally identifiable research information to our clients or other third parties unless:

- you have consented to the disclosure
- the disclosure is reasonably necessary to conduct the research and is consistent with the circumstances in which the information was collected
- we are required or authorised to do so by law.

We may use specialist service providers to assist us in conducting research, including providers of:

- survey and research platforms
- data hosting and cloud services
- research panels and participant recruitment
- transcription services
- data processing and analysis
- AI-assisted research tools
- communications and technology services.

Where these providers handle personal information on our behalf, we take reasonable steps to ensure that appropriate privacy, confidentiality and security protections apply.



9. Overseas processing and storage

Some of the technology and service providers used by Klein may store or process information outside Australia.

Depending on the service and research project, personal information may be processed or stored in the countries in which our technology and research service providers operate.

Where personal information is disclosed to an overseas recipient, Klein takes reasonable steps, as required by the Privacy Act, to ensure that the information is appropriately protected.

Where practicable, we minimise or de-identify personal information before it is processed by overseas service providers.

10. Research incentives and prize draws

Where Klein offers an incentive or prize draw for participation in research, we may collect information such as your name, email address, telephone number or payment details for the purpose of administering the incentive or prize.

Where practicable, this information is collected and held separately from your research responses.

Information collected for this purpose is used to administer the incentive or prize and for related administrative requirements, rather than as part of the research analysis.

11. Our website

When you visit Klein's website, information may be collected automatically about your use of the website.

This may include information such as:

- IP address
- browser and device type
- operating system
- pages viewed
- date and time of visits
- referring website



- other technical information about use of the site.

We may use cookies and similar technologies to operate the website, understand how it is used and improve its performance.

Information collected through our website is handled in accordance with this Privacy Policy.

12. How do we protect personal information?

Klein takes reasonable steps to protect the personal information we hold from misuse, interference, loss and unauthorised access, modification or disclosure.

These measures may include:

- access controls and authentication
- secure cloud and technology services
- restrictions on access to research information
- confidentiality requirements
- staff policies and procedures
- security measures applying to third-party service providers
- de-identification and separation of identifying information from research responses where appropriate.

While we take reasonable precautions, no method of electronic transmission or storage is completely secure.

13. Retention and destruction

Klein retains personal information only for as long as it is reasonably required for the purpose for which it was collected, or as required by law or contractual obligations.

When personal information is no longer required, we take reasonable steps to securely destroy it or de-identify it.

Where information must be retained after a research project has been completed, it will continue to be protected in accordance with this Privacy Policy.



14. Accessing and correcting your information

You may request access to personal information Klein holds about you.

You may also ask us to correct personal information that you believe is inaccurate, out of date, incomplete, irrelevant or misleading.

Requests should be directed to our Privacy Officer using the contact details below.

We will respond within a reasonable period and will provide access or make corrections in accordance with the Privacy Act.

In some circumstances, we may be unable to provide access to particular information. Where required, we will explain the reason.

15. Privacy enquiries and complaints

If you have a question about this Privacy Policy, how Klein has handled your personal information, or believe that we have not complied with our privacy obligations, please contact:

Privacy Officer

The Klein Partnership (Aust) Pty Ltd
Level 4, 54 Wellington Street
Collingwood VIC 3066
Telephone: 03 9087 7333

We will consider your enquiry or complaint and respond within a reasonable period.

If you are not satisfied with our response, you may lodge a complaint with the Office of the Australian Information Commissioner (OAIC). Current information about making a privacy complaint and contacting the OAIC is available on the OAIC website.



16. Changes to this Privacy Policy

We may update this Privacy Policy from time to time to reflect changes in legislation, technology, research practices or our information-handling practices.

The current version will be available on our website and will show the date on which it became effective.

Last updated: August 2026

