Privacy Policy

Painted Dog Research Pty Ltd

3 November 2026 | Supersedes the version dated 2 November 2026 | Next review 26 August 2027
Approved by the Principals of Painted Dog Research

About this policy

Who we are

Painted Dog Research Pty Ltd (Painted Dog) is an Australian market and social research agency. We conduct surveys, interviews and group discussions for client organisations.

Our commitment

We respect your privacy. We handle personal information in line with the Privacy Act 1988, including the Australian Privacy Principles, and the Privacy (Market and Social Research) Code 2021, which binds members of the Australian Data and Insights Association (ADIA).

Where we conduct research with people outside Australia, we also comply with the privacy laws that apply there.

What this policy covers

This policy explains what personal information we collect, how we collect, use, disclose and protect it, how long we keep it, and how you can access or correct it or make a complaint.

It applies to people who take part in our research or are invited to, people whose details are provided to us by our clients for research, people who visit our website, and the people we deal with at our clients and suppliers.

Definitions

Personal information is information or an opinion about an identified individual, or an individual who is reasonably identifiable.

Sensitive information includes information about health, racial or ethnic origin, political opinions, religious beliefs and sexual orientation.

Research is not marketing

Taking part in our research is always voluntary. You can decline to answer any question, and you can stop at any time.

We never use or disclose your personal information to sell you anything, and we never pass it to anyone for advertising, promotions or direct marketing.

Staying anonymous

Where it is practicable, you can take part in our research without giving your name, or by using a pseudonym. This may not be possible where we contact you using details supplied by a client, or where the research itself requires us to know who you are.

Section 1

The information we collect

Collecting personal information

What we collect

Depending on the research, we may collect your name, contact details, age, gender, location, occupation, household details, and your opinions, experiences and behaviour in relation to products, services, brands, organisations and issues.

Where you take part in an interview or group discussion, we may make audio or video recordings, with your agreement.

Where we provide an incentive for taking part, we collect the details needed to provide it. Where an incentive is a prize draw, we publish winners' details only as the trade promotion laws require (usually first initial, surname and postcode), for no longer than 3 months after the draw.

Sensitive information

Some research involves sensitive information, such as health information or political opinions. We collect it only with your consent, and only where it is directly related to, or reasonably necessary for, the research.

How we collect it

We collect most personal information directly from you, when you complete a survey or take part in an interview or group discussion, online, by telephone or in person.

We also receive personal information from our clients, such as a list of their customers to invite to a survey, and from research panel and recruitment companies. Where we contact you using details from a third party, we tell you where we obtained them.

What we tell you

When we invite you to take part, we tell you who we are, the purpose of the research, that taking part is voluntary, whether it will be recorded, and how to contact us.

Children and young people

We obtain the consent of a parent or guardian before children take part in our research, in line with industry codes.

Information we did not ask for

If we receive personal information we did not ask for and could not have collected for our research, we destroy or de-identify it as soon as practicable.

Section 2

How we use and share it

Using and disclosing personal information

Research purposes only

We use and disclose personal information only to conduct research, including to invite you to take part, to check that the right people have responded, to analyse the results, to provide incentives, and to maintain the quality of our work.

We report results to our clients in aggregate or de-identified form. We do not tell a client how you responded, unless you have agreed to that, or we are required to by Australian law or a court or tribunal order.

Re-contacting you

If you take part in our research, we will re-contact you about that research only if we told you we might, or if there are genuine research reasons to do so, such as checking the quality of responses.

If you decline to take part, we will re-contact you only if there are genuine research reasons to do so. If you ask not to be contacted again, we respect that.

Our service providers

We use service providers, such as survey, analysis and reporting platforms, cloud hosting, fieldwork and recruitment companies and transcription services, to help us conduct research. They handle personal information only for our research, under contract, and are required to protect it.

Our clients

Where a client provides us with personal information, such as a customer list, the client is responsible for having collected it lawfully and for being able to share it with us for research. We use it only for that client's research.

Other disclosures

We do not sell personal information. We disclose it for other purposes only where you have consented, or where the law requires or allows it.

Overseas disclosure, AI and automated decisions

Where information is held

Painted Dog's own systems store personal information in Australia.

Some of the research platforms and service providers we use may store or process personal information outside Australia, most likely in the United States, the United Kingdom and countries of the European Union, including Germany.

Before we disclose personal information to an overseas recipient, we take reasonable steps to make sure it will handle the information in line with the Australian Privacy Principles, including through contract. Where a client requires its research to stay in Australia, we meet that requirement.

Artificial intelligence

We use approved artificial intelligence tools to help with our work, under our AI Policy. We do not enter research participants' personal information into general purpose AI tools such as chatbots.

Where a research platform we use includes AI features, those features process information only under our contract with the provider, and only where we have approved them.

We do not use AI to create research responses, and every result we report comes from real people who took part.

Automated decisions

We do not use computer programs to make decisions, or to do things substantially and directly related to making decisions, that could significantly affect your rights or interests using your personal information.

Survey software routes questions and checks eligibility for a study based on your answers. These are not decisions that significantly affect your rights or interests.

If this changes, we will update this policy to describe the kinds of personal information used and the kinds of decisions made.

Section 3

Protecting and keeping it

Security and retention

How we protect it

We take reasonable steps to protect personal information from misuse, interference, loss, and unauthorised access, change or disclosure.

Our controls include multi-factor authentication, encryption, access limited to the people who need it, security monitoring, managed backups, staff training and the assessment of suppliers before we use them. Contact details are kept separately from research responses wherever practicable.

Our Data Security Policy is available to clients on request.

Sending us information

No transmission over the internet is completely secure. Please take care when sending personal information to us by email.

How long we keep it

We keep identifiable information only for as long as it is needed for the research. Once it is no longer needed, we delete it from our systems or de-identify it. Deleted information may remain in our secure, encrypted backups for a period, where it is not used other than to restore systems.

Audio and video recordings are deleted six months after the project is completed, unless a different period has been agreed with the client and the participants.

To meet research quality standards, we keep research data and project records for at least 24 months, or for another period agreed with the client, so that results can be checked and reproduced. Identifying details are separated or removed once they are no longer needed.

We keep information for longer where the law or a client contract requires it, and it remains protected under this policy.

Data breaches

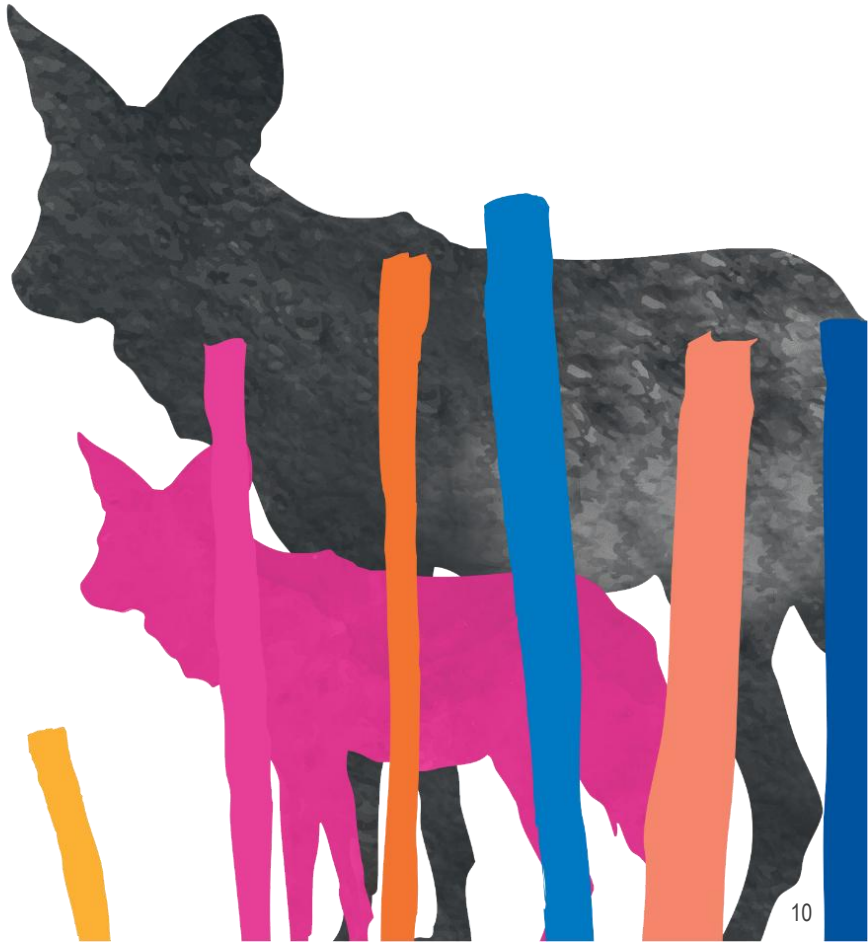
If a data breach occurs, we act immediately to contain it and assess the risk of harm. If it is likely to result in serious harm, we notify the people affected and the Office of the Australian Information Commissioner, as the Notifiable Data Breaches scheme requires, and we inform ADIA as administrator of the Privacy (Market and Social Research) Code.

Our website

When you visit our website, we may collect technical information such as your IP address, browser type, the pages you view and the time of your visit, including through cookies and analytics tools. We use it to run and improve the website, not to identify you. You can disable cookies in your browser settings.

Section 4

Your rights and how to contact us



Access, correction and complaints

Accessing your information

You can ask for access to the personal information we hold about you by contacting our Privacy Officer. We will confirm your identity and respond within 30 days. We do not charge for a request, although we may charge a reasonable fee for providing access in some cases, and will tell you beforehand.

If we refuse access, for example because the law allows it, we will tell you why in writing.

Correcting your information

If you believe the personal information we hold about you is inaccurate, out of date, incomplete, irrelevant or misleading, you can ask us to correct it. We will correct it, or tell you in writing why we have not, and you can ask us to note your view with the information.

Opting out

You can ask us at any time not to contact you again for research, and to delete your contact details where we are not required to keep them.

Making a complaint

If you have a question or concern about how we have handled your personal information, please contact our Privacy Officer. We will acknowledge your complaint, investigate it, and respond in writing, generally within 30 days.

If your complaint is not resolved within 30 business days, you can refer it to ADIA as the Code administrator, at dataandinsights.com.au.

You can also complain to the Office of the Australian Information Commissioner: 1300 363 992, oaic.gov.au, or GPO Box 5288, Sydney NSW 2001.

Privacy roles

ROLE	RESPONSIBILITY
This policy	Principals, PDR
Privacy Officer	A Principal of Painted Dog
Access, correction and complaints	Privacy Officer
Data breach assessment and notification	Incident Response Coordinator
Security of personal information	Principals, PDR and CorpCloud
Supplier privacy and security assessment	Data Tech team
Privacy notices for each project	The project lead
Checking client privacy requirements	The project lead
Handling personal information properly	Every member of staff

Contact us

Privacy Officer, Painted Dog Research Pty Ltd

Telephone: (08) 9227 6464

Email: info@painteddogresearch.com

Post: Suite 1, Level 2, 658 Newcastle Street, Leederville WA 6007

Changes to this policy

We review this policy each year, and sooner when the law or the way we handle personal information changes. The current version is published on our website, and a copy is available free of charge on request, in a form that suits you where practicable.

Version control

This policy is owned by the Principals of Painted Dog. Version dated 3 November 2026. Next scheduled review 26 August 2027.

Change log

VERSION	SECTION	UPDATES
3 November 2026	Collecting personal information	Added that prize draw winners' details are published only as trade promotion laws require, for no longer than 3 months after the draw.
2 November 2026	Change log	Corrected the 18 September 2026 terminology entry to record that references to Directors were replaced with Principals.
2 November 2026	Security and retention	Recorded that research data and project records may be kept for another period agreed with the client, consistent with the Data Security Policy.
18 September 2026	Terminology	Replaced references to Directors with Principals, consistent with the rest of the Painted Dog policy set.
18 September 2026	Format	Rebuilt in the current Painted Dog policy format, consistent with the Data Security Policy and related policies.
18 September 2026	Privacy Code	Updated the reference to the Privacy (Market and Social Research) Code 2021 and ADIA as its administrator, and removed the statement that the policy is not legally binding.
18 September 2026	Scope and definitions	Set out who the policy applies to, and defined personal and sensitive information.
18 September 2026	Collection	Updated the kinds of information collected, recordings, incentives, information from clients and panels, children, and unsolicited information.
18 September 2026	Use and disclosure	Clarified research-only use, aggregate reporting, re-contact, service providers and client lists.
18 September 2026	Overseas disclosure	Added where information may be stored or processed outside Australia and how it is protected, as the Australian Privacy Principles require.
18 September 2026	Artificial intelligence	Added how Painted Dog uses AI, consistent with the AI Policy.
18 September 2026	Automated decisions	Added Painted Dog's position on automated decisions, ahead of the Privacy Act transparency requirements that apply from 10 December 2026.
18 September 2026	Security and retention	Aligned security, retention periods and data breach response with the Data Security Policy and the Security Incident Response Plan.
18 September 2026	Website	Updated the description of website data and cookies.
18 September 2026	Access, correction and complaints	Added response times, opting out, and referral to ADIA, and updated the contact details for the Office of the Australian Information Commissioner.

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