



Privacy statement for SenateSHJ Insights webpage

SenateSHJ conducts market and social research studies for commercial, government and not-for-profit organisations that involve qualitative and/or quantitative surveys of the public or more specific audiences like customers for example. Such research may utilise face to face or virtual (by video conference) focus groups or depth interviews or Computer Aided Telephone Interviews (CATI), online survey's, mail survey's or a combination of methods.

SenateSHJ adheres to the Australian Privacy Principles (APPs) outlined in schedule 1 of the Privacy Act 1988 and the Research Society's (TRS) [Code of Professional Behaviour 2020](#). These principles influence how we can obtain, retain, use, disclose and transfer any data about those who participate in any of our market research studies.

For the great bulk of our research, SenateSHJ sub-contracts external, specialist, quality accredited suppliers to conduct the sampling, recruiting and interviewing and we concentrate on the design, analysis and reporting of results. Those specialists we sub-contract are also adherents to the Privacy Act principles and TRS Code of Professional Behaviour mentioned above.

Accordingly, we and our research sub-contractors regard and treat any personal information that we might collect for our studies as private and confidential. Such information is used solely for research purposes, not for sales, marketing or other purposes.

Typically, the information provided to us (or to our sub-contractors) in our research is reported to clients in an aggregated format without any participating individuals or their survey responses being identified. The exception is if they have previously agreed to such disclosure.

If any of our surveys seek sensitive information, we advise that respondents do not need to provide answers to such questions if that is their preference. Survey respondents can also remain anonymous when providing personal information or use an alias for identification purposes.

Any personal information collected for these surveys is at the discretion of participants (they give consent to provide such details). This information is then deleted once it is no longer needed. However, while any such personal information remains relevant and identifiable for us, the individual concerned can request access or deletion of that information. This can be done by contacting Paul Di Marzio, Head of Research on paul.dimarzio@senateshj.com.au

[Click here](#) for more details about Paul's experience and TRS membership. More information about Market and Social Research can be found on [The Research Society website](#).