

IRI AUSTRALIA PRIVACY POLICY

Revised: 24 April 2020

Term and conditions accepted when members sign up are:

IRI AUSTRALIA PRIVACY POLICY

Purpose

This Policy (together with our terms of use) sets out the basis on which Information Resources (Australia) Pty Ltd. ("IRI") collects or processes any data you provide to IRI. Please read the following carefully to understand IRI's practices regarding the treatment of your personal data on the IRI www.IRIworldwide.com/en-AU website. The service is not directed to minors, and we request that children under 18 not provide personal information through the Site. By accessing and using the service, you warrant and represent to be at least 18 years old.

Collection of your Personal Information

The only personally identifiable information that IRI currently collects through externally hosted surveys, IRI questionnaires and the Site ("Site") is the information you provide IRI voluntarily when you access and use the Site. This includes, for example, your name, company name, title, address, telephone and/or fax number or e-mail address and other similar information you may provide when you send IRI your feedback, questions, or requests for information, or complete Site registrations or user profiles. The information requested is completely voluntary and you may easily decline to provide this information; however, in such case, IRI will not be able to respond to your request, or receive or process your Site registration or user profile.

IRI may also conduct online surveys, promotions or contests for purposes of tracking customer satisfaction, Site usage and/or understanding industry trends and preferences and for other internal marketing purposes. As part of these offerings, IRI may collect and process personally identifiable information. These offerings are completely voluntary and you may withdraw from participating; however, in such case, you will not be able to participate in the offering.

Use of your Personal Information

IRI uses the personally identifiable information you provide for the purposes for which you specifically provided the information, such as:

- to respond to your inquiries and fulfil your requests;
- to process your Site registrations or user profiles and/or to make you eligible to participate in survey, promotion and contest offerings;
- to send you important information regarding the Site, changes to our terms, conditions, and policies and/or other administrative information.
- to send you commercial communications that we believe may be of interest to you.
- for our business purposes, such as data analysis, audits, developing new products, enhancing our Site, improving our services, identifying usage trends and determining the effectiveness of our communications.

Share of your Personal Information

When you provide information to us, IRI may need to share your information with other members of IRI Group or our affiliated companies outside Australia to help operate, provide, improve, understand, customize, support, and offer our products and services.

This includes helping improve infrastructure and delivery systems, understanding how our Site are used and securing our systems.

We also share information to fight spam, threats, abuse, or infringement activities and promote safety and security across the Site.

We also employ authorised third parties who provide services for us such as website or application hosting, data analysis, infrastructure provision, IT services, customer service, email delivery services, credit card processing, auditing services, reward, incentive, sweepstakes, and other similar services.

IRI may also share the personally identifiable information to third parties in form of aggregated information, such as user base and usage patterns.

This is for the purposes of data processing or market research product development, which, as part of the services being provided, may be given access to or come into contact with your information. These companies are contractually required to keep your information confidential and are not permitted to use this information for any other purpose except to carry out the services that they are performing for us. In accordance with market research guidelines, we may also provide individual level information to other companies. If we do, they are bound to keep the information confidential and use it only for research or statistical purposes.

IRI will not sell or otherwise disclose the personally identifying information you provide to any third party outside of IRI and its affiliated and partner companies, or IRI respective agents or consultants who act for or on behalf of IRI under obligations of confidentiality whatsoever.

In addition, IRI may share your personal data as believed to be necessary or appropriate: (a) under applicable law; (b) to comply with legal process; (c) to respond to requests from public and government authorities including public and government authorities outside your country of residence; (d) to enforce our terms and conditions; (e) to protect our operations or those of any of our affiliates; (f) to protect our rights, privacy, safety or property, and/or that of our affiliates, you or others; and (g) to allow us to pursue available remedies or limit the damages that we may sustain.

Personal information we collect from IRI Shopper Panel members and how we use it

Depending upon the panel, we collect information about you when you sign up as an IRI Shopper Panel member (including the In-House Panel), when you complete questionnaires as a IRI Shopper Panel member, or when you use your IRI Shopper Panel Scanner. This information will be stored to enrol you as a IRI Shopper Panel member, as long as is necessary to satisfy the specified purpose or prevent and address any fraud. We may also collect personal information about you through a third party you consented to, such as companies who provide lists of consumers, and telephone survey companies.

If you download our application software onto your mobile device, we will receive data when you voluntarily activate hardware functions such as your camera. With your consent, we may also collect information about the location of your device once you download our application software onto your mobile device.

We may also automatically receive information about your system, device, network, and application software. This includes technical information, such as your Internet Protocol (IP) address, the type of browser you are using, the date and time of your visit, the web page you have visited immediately prior to visiting this Site, device identifier, device model, operating system, and language set. Cookies, pixel tags, web beacons, clear GIFs or other similar technologies may be used in connection with the Site.

The information we collect about you will only be used for market research purposes and to prepare reports to present to our clients. The data will only be processed in aggregate.

Our clients will never receive from us any personally identifiable information.

We may disclose the information we hold about you to trusted third parties only to outsource certain tasks. Although we will do our best to protect your personal data by selecting third parties located in Australia, we may use third parties that are located overseas.

Whenever we do provide your information to third parties, we will take any reasonable step to ensure that your privacy is protected. We may use your contact details to mail you or email you our panel documentation including an annual demographic update and gifts. We may contact you by email and/or phone to the points of contact you consented to, if we are having technical issues concerning your IRI Shopper Panel Scanner or if we have not received any data from you. IRI or a nominated 3rd party may contact you by email to invite you to complete online surveys.

Except where required or permitted by law, we will not use your personal information for any other purpose, without your express consent.

IP Addresses and Cookies

The IRI web server automatically collects IP addresses and website usage information (and certain other information such as the type of browser you use and operating system) from IRI site users.

IRI may use cookies and other technologies to, among other things, better serve you with more tailored information and facilitate your ongoing access and use of the site during each browser session. Cookies are small text files sent to and stored on your computer that allow web servers to recognize repeat users, facilitate user access to sites and allow sites to compile aggregated data that will enable content and site improvements. Cookies do not damage computers or files. These Cookies will be automatically deleted when you close your browser session once you have finished using the site.

IRI also uses a kind of Cookie that remembers your language preference setting. This Cookie remains on your computer after you close your browser so that you do not have to choose a language the next time you visit.

IRI may also track user usage of the website to gauge general activity of the website based on anonymous aggregated data. This helps IRI consider and implement general site enhancements and disclose aggregated user statistics. This is statistical data about our users' browsing actions and patterns and does not identify any individual.

Cookies by themselves cannot be used to discover the identity of the user. If you don't want cookies to be accessible by IRI, there is a simple procedure in most browsers that allows you to decline the use of Cookies. However please note that Cookies may be necessary to enable IRI to enhance your user experience. Some features of the site may not work properly after you have disabled the use of Cookies.

For more information about how to opt-out of these measurement services, follow these instructions: <https://www.wikihow.com/Disable-Cookies>

Contact: panelhelp@iriworldwide.com.au

Where Data is Stored and Processed

Personal Information collected on the Site may be stored and processed in, a destination outside Australia, such as in the United States, New Zealand and Philippines or any other country in which IRI or its partners, subsidiaries or agents have facilities. By using the Site and submitting your personal data, you consent to the transfer, storing or processing outside of your country of residence, which have different data protection rules than in your country. We will take all steps reasonably necessary to ensure that your data is treated securely and in accordance with this privacy policy.

Unfortunately, the transmission of information via the internet is not completely secure. Although IRI will take all reasonable organizational, technical and administrative precautions to protect your personal data, the security of data transmitted to the Site cannot be guaranteed 100% secure and any transmission is at your own risk. Once your information has been received, IRI will use strict procedures and security features to try to prevent unauthorized access. Where we have given you (or where you have chosen) a password which enables you to access certain parts of the Site, you are responsible for keeping this password confidential.

If you have reason to believe that your interaction with us is no longer secure (for example, if you feel that the security of any account you might have with us has been compromised), please immediately notify us of the problem by contacting us in accordance with the “Contacting Us” section below.

Retention Period

IRI generally will retain your personal information for the period necessary to fulfil the purposes outlined in this Policy unless a longer retention period is required or allowed by law.

You can request to have all your personal information deleted entirely. Please note that if you request the deletion of your personal information:

- We may retain some of your information as necessary for our legitimate business interests, such as fraud detection and protection and enhancing safety.
- We may retain and use your personal information to the extent necessary to comply with our legal obligations. [For example, IRI may keep some of your information for tax, legal reporting and auditing obligations.]
- Information you have shared with others (e.g., Reviews) may continue to be publicly visible on the IRI Platform, even after your account is cancelled. However, attribution of such information to you will be removed. Additionally, some copies of your information (e.g. log records) may remain in our database, but are disassociated from personal identifiers.
- Because we maintain the IRI Platform to protect from accidental or malicious loss and destruction, residual copies of your personal information may not be removed from our backup systems for a limited period of time.

Your rights

You have the right to ask IRI not to process your personal data for marketing purposes. We will inform you (before collecting your data) for which purpose we intend to use your data or if your information will be shared to any third party under a contract with IRI for such purposes. You can exercise your right to prevent such processing by ticking certain boxes on the forms we use to collect your data. You can also withdraw your consent at any time by contacting IRI at 1 800 456 997 and selecting option 2. If you no longer want to receive electronic newsletters, marketing communications, and other communications related to other products or services offered by IRI, you can click on the “unsubscribe” link available in each email or contact us and request to be removed from our email marketing database.

If you would like to review, correct, update, suppress, or otherwise limit our use of your personal information that has been previously provided to us you may contact us.

We will try to comply with your request(s) as soon as reasonably practicable. Please note that if you opt-out as described above, we will not be able to remove your personal information from the databases of our affiliates with which we have already shared it. Please also note that if you do opt-out of receiving marketing-related messages from us, we may still send you important administrative messages as part of your ongoing use of our products or services.

This Site may, from time to time, contain links to and from the websites of our partner networks,

advertisers and affiliates. If you follow a link to any of these websites, please note that these websites have their own privacy policies and that IRI do not accept any whatsoever responsibility or liability. Please check these policies before you submit any personal data to these websites.

Children

IRI does not directly collect personally identifiable data from children under the age of thirteen and this Site is not designed for the use by children.

If we collect indirectly information about children, we take special care. When we process information online from very young children (under age 13), special regulations apply. The parent or guardian may cancel this consent at any time. You may also contact us at any time if you would like to learn about any information we may have about your children. All of the other provisions of this policy apply to information about both adults and children of every age.

Contact Information

By participating in IRI Shopper Panel, you agree to receive communications from IRI for purposes including (but not limited to):

- Reminders to transmit your shopping trip data
- Newsletters and other updates
- Sweepstakes and contests
- Information about your scanning technology
- Requests to return your scanning equipment (if necessary)

IRI will utilize various types of communication methods, including (but not limited to):

- email
- phone - utilizing both live Panel Support Specialists and IVR automated calls
- Panellist website message centre
- Push messaging (for mobile app users)
- SMS

Pursuant to Data Protection regulations, you have the right to opt in/opt out of receiving telephone calls from IRI:

- Individuals applying for panel membership may elect not to provide a phone number during registration (however a valid email address must then be provided).
- Existing Panellists may elect to be added to "Do Not Call" list by either logging into the Panellist website and changing their personal settings or by contacting our Panel Support Team at panelhelp@iriworldwide.com.au or calling 1800 456 997 option 2
- In order to maintain your panel membership, IRI requires at least one method other than standard mail in which to contact you - either a valid email or phone number. If you request to opt out of both forms of communication, your panel membership will be subject to cancellation.

If you have any questions, comments or requests about this privacy policy or concerns about the way IRI uses personally identifiable information, please contact our Privacy Officer at panelhelp@iriworldwide.com.au. We will provide you with our response within a reasonable time. If, after receiving our response, you still consider your privacy concerns remain unresolved, you may then, for example, take your complaint to the Office of the Australian Information Commissioner.

Contact Details

IRI (Australia)

Level 3, Building F

1 Homebush Bay Drive

Rhodes NSW 2138

Telephone: +61 2 8789 4000

E-mail: panelhelp@iriworldwide.com.au

Third Party Sites

This Notice does not address, and we are not responsible for, the privacy, information or other practices of any third parties, including any third party operating any site to which this website contains a link. The inclusion of a link on this website does not imply endorsement of the linked site by us or by our affiliates.

Changes to Privacy Policy

IRI may change this Policy at any time. Please take a look at the “Effective Date” legend at the top of this page to see when this Policy was last revised. IRI will do its best to notify you about significant changes in regards to its treatment of personally identifiable information by placing a notice on this Site. If we were to make a material change (the kind of change to the way we use your data that might make you reconsider participating in this panel) we will notify you at the most recent mailing address or e-mail address we have on file and we will provide you with access at least 30 calendar days prior to its implementation, giving you time to resign from the panel if you want. Any change will become effective when the revised Policy is posted on the Site. Your use of the Site following these changes means that you accept the revised Policy.

Your Choice

Participation in an IRI Shopper Panel is always completely voluntary. If you participate in an IRI Shopper Panel, you may review your contact information at any time by logging into the panel member website at www.iriworldwide.com.au/shopperpanel You may also contact us if at any time you would like to correct or update the information we hold about you or if you wish to withdraw your consent and stop your participation.

By using this website and accessing the service, you consent to IRI using your personal data as described in this privacy policy. See more at <http://www.iriworldwide.com/en-AU/company/privacy-policy>