



Carman's Kitchen Table - Privacy Policy

Carman's Fine Foods Pty Ltd (**Carman's**) operates the "Carman's Kitchen Table" community.

Carman's is committed to protecting your personal information when you are using its services. This Privacy Notice relates to our specific use of any personal information you provide to us through www.carmanskitchentable.com.au (**Website**).

Carman's is the data controller of any personal information submitted to us via this website but management of this site and associated services is outsourced to our service provider Vision Critical Communications Pty Limited (ABN 18 134 434 736) ("Vision Critical") who acts as data processor and is authorised to contact you and process your data on behalf of Carman's. Vision Critical will only use the information collected strictly for these purposes.

What am I signing up for?

By applying to join Carman's Kitchen Table, you consent to Carman's sending you regular emails. These emails will invite you to participate in Carman's Kitchen Table, online surveys and in some instances may direct you to the surveys. We use your contact details for the purposes of the Carman's Kitchen Table research panel. We may contact you for other opportunities which you can opt into such as product sampling or discussion forums for research purposes. We may also use your contact details for marketing purposes.

What information will we collect?

We collect certain information that personally identifies you ("personal information") when you:

- (a) apply to join Carman's Kitchen Table,
- (b) register as a panel member to the website to receive software, data, services or products
- (c) submit responses to questions posed by us or
- (d) submit a specific enquiry to us in respect of which you would like us to answer you.

Depending on the circumstances for collection, personal information that we collect includes (but may not be limited to): your name, age, gender, state, occupation, residential address, e-mail addresses, and your opinions which you express to us during the course of the relevant survey.

Who collects the information?

Our Carman's Kitchen Table Community is operated by a third party service provider, Vision Critical Communications Pty Limited ("Vision Critical"). Vision Critical collects your personal information on behalf of Carman's and accordingly is bound by this policy. It will not use or disclose your information other than as set out in this policy.

Vision Critical is a subsidiary of a Canadian entity, Vision Critical Communications, Inc. It may store personal information it collects from you through the Insight Community in data centres in Canada and the United Kingdom operated by Vision Critical or one of its related bodies corporate.

Why do we collect this information?

We will use your personal information collected through the Website for a number of purposes including the following:

- for "service administration purposes", which means that we may contact you for reasons related to the service you have signed up for, (e.g. to provide you with password reminders or to notify you that a particular service has been suspended for maintenance, or to notify you if you have won a prize draw)
- to send you surveys to be used for research purposes, to develop and evaluate our products within Carman's and advertising within these products
- to allow you to participate in discussion forums and product testing programs
- to contact you about a submission you have made to the Carman's Kitchen Table, website, including any content you provide
- to analyse and improve the services offered on the Carman's Kitchen Table, website
- to send you marketing materials and product samples relevant to the opinions which you provide to us
- comply with our legal requirements

What do we do with your survey responses?

We use your survey responses for research purposes. We combine the information provided in survey responses to produce "aggregated survey results", and these results do not identify any individual.

Aside from aggregate results, we will sometimes use panelist quotes from open-ended responses in internal or market presentations. Quotes will never have a name attached to them, only gender, age and/or state.

Disclosure

Unless Carman's is required by law to act otherwise (e.g. under a court order), Carman's will only disclose the personal information of panel members as follows:

- (a) Survey responses: We use contractors (including without limitation Vision Critical) to help us analyse and code the information you provide in survey responses. These are the only people outside Carman's who see individual survey responses. Our contractors are bound by confidentiality restrictions and must not use any information they see about you for any purpose other than analysing and coding the information you provide to us. We do not share your personal data from Carman's Kitchen Table with any other third parties.
- (b) Contact details: If you enter a competition and win a prize, where we are required to do so by a government authority, we will publish your name on our Carman's Kitchen Table, website. Otherwise, we will not disclose the identity of panel members.
- (c) Aggregated survey results: Aggregated survey results are used by Carman's for its own research purposes. Carman's may share aggregated survey results with its suppliers and customers, but these results do not identify individuals.

How do I opt out?

You can unsubscribe from the Carman's Kitchen Table, panel at any time, by either:

- (a) clicking the 'Unsubscribe' link in the email correspondence we send you
- (b) selecting 'Update User Info' from your profile page and clicking the 'unsubscribe' button at the bottom of the page.

How long will information be held for?

The idea of a panel is to have a group of contributors to whom we can go back to time and time again with different research questions. As such, if you decide to become a panel member we hope you will have a long-term relationship with Carman's and our intention is to have a successful panel that will operate for many years into the future. This means that we may hold your data for as long as the panel operates. You do of course have the right to stop being a panel member at any time. Please review the opt-out instructions above.

Under the Privacy Act 1988 you have rights of access to and correction of personal information that we hold. You may request access of the personal information we hold about you and seek the correction of such information by contacting us on the details provided below. We offer the ability to correct or change the information collected at any time and as often as necessary. In general, we will allow access to the personal information we hold about you, however, we may deny access to you to the extent it would not be permitted under Australian privacy laws.

General

By submitting personal information to us and using this service, you consent to our use of your personal information in the manner set out in this Privacy Notice.

Changes to this policy

The full Carman's Privacy Policy can be found at Carman's
<http://www.carmanskitchen.com.au/privacy-policy>

This policy should be read in conjunction with this privacy statement for the Carman's Kitchen Table Community.

For further information

Please contact us to ask for access to your information or if you have a complaint concerning your information privacy or if you would like more information about our approach to privacy.

smile@carmanskitchen.com.au or telephone 1300 555 885

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