

Research work conducted via ConsumerLink's Research Panel are professional studies for reputable companies interested in what you, the consumer, think and do. We value your privacy as much as you do. We have created this privacy policy to demonstrate our firm commitment.

By submitting the online registration survey, you agree to allow Fly Buys to pass your details onto ConsumerLink to enable us to select the correct people for each survey. These details will not be used for any other purpose. The information provided to ConsumerLink is: Name, Email address, Date of birth, Gender, Geographic location.

### Information Collected on ConsumerLink's Research Panel Members

We ask you for personally identifiable information such as your name, address, age etc. for the purpose of:

- contacting you with a view to inviting you to participate in a study
- targeting and personalising the emails, phone calls and communications we make available to you

Demographic and profile data is only shared with ConsumerLink's Research Panel's clients and is on an aggregate or collective basis, and never at any time will your personally identifiable information or email addresses be rented or sold to a third party unless:

- it is required by law, or
- you expressly agree to us giving out your information

Storing demographic and profile data is also our way of ensuring we have a good cross-section of New Zealanders on The ConsumerLink Research Panel, and also ensuring we can send you the most relevant surveys for you.

## CHILDREN AND PRIVACY

ConsumerLink's Research Panel does not knowingly solicit personal information from children under the age of 15. Whilst from time to time we carry out research with children under this age, contact would always be made via a parent/guardian with permission needing to be granted prior to us speaking or meeting with the child.

## WHAT ABOUT SECURITY?

We have implemented industry standard firewalls and intrusion detectors.

## WHAT IS "SPAM" AND DOES CONSUMERLINK'S RESEARCH PANEL SEND IT?

The widely accepted definition of "spam" is unsolicited commercial email, or in other words, email of a commercial nature that the recipient does not want. It is not within our business ethics to send "spam".

We are a market research company and do not have the need to send advertising materials.

## HOW CAN I STOP CONSUMERLINK'S RESEARCH PANEL FROM SENDING ME EMAILS?

All online surveys sent to you will contain the option to 'unsubscribe' or 'opt out' via a link at the foot of the email. Simply use this or alternatively, reply to the email advising that you would like to unsubscribe. All requests will be actioned within 5 working days.

If you have received unwanted emails sent from ConsumerLink's Research Panel, or purporting to be sent from ConsumerLink's Research Panel, please contact us immediately at [survey@consumerlink.co.nz](mailto:survey@consumerlink.co.nz)

By submitting your registration survey, you consent to the collection and use of the information you provide to us as outlined in this Privacy Policy.

We may change this Privacy Policy from time to time and without notice. If we change our Privacy Policy, we will publish those changes on our website.

If members have any questions or suggestions regarding our privacy policy, please contact us at: [survey@consumerlink.co.nz](mailto:survey@consumerlink.co.nz)

This statement should be read in conjunction with ConsumerLink's Research Panel Terms and Conditions as well as the terms and conditions for completing surveys with ConsumerLink on the Fly Buys website: [www.flybuys.co.nz/colmarbrunton](http://www.flybuys.co.nz/colmarbrunton)