

## Acorn Ideas Panel Privacy Statement

The Acorn Ideas Panel is run by Pacific Magazines which is a member of Seven Media Group. Any personal information you provide to Pacific Magazines as a member of the Acorn Ideas Panel will be handled by Pacific Magazines in accordance with the [Seven Media Group Privacy Policy](#), subject to any variances set out in this Acorn Ideas Panel Privacy Statement.

Joining the Acorn Ideas Panel is voluntary and requires a double opt-in, where you will be sent a link via email through which to confirm your decision to join the panel. By opting in to join the Acorn Ideas Panel, you consent to Pacific Magazines contacting you and collecting your personal information for the sole purpose of conducting market research.

We will collect your personal information (generally name, age, sex, occupation and contact details, as well as survey responses which may contain both personal information and sensitive information) directly from you, online.

Your personal information will only be used by Pacific Magazines for market research purposes (not for direct marketing purposes) as follows:

- *Contact details:* We will only use your contact details for conducting market research on the Acorn Ideas Panel, which will generally include contacting Acorn Ideas Panel members in relation to participating in online surveys and focus groups, advising them that they have won a prize, providing updates on the Acorn Ideas Panel.
- This contact will primarily occur via email, and any prizes won will be sent to a mailing address specified by the panel member, after email notification.
- *Survey responses:* We will only use your survey responses for market research purposes, which will involve combining all survey responses to create an aggregate (so that individuals will not be able to be identified) and using the aggregated survey results for research purposes.

Your personal information may be disclosed by us to our service provider(s) who assist us with the management of the Acorn Ideas Panel, but only for the purpose for which the information was originally collected.

We do not disclose contact details or individual survey results to our external clients. Whilst aggregated survey results may be shared with Pacific Magazines' customers and related companies, individuals will be unable to be identified from aggregated results.

You may log on to the Acorn Ideas website at any time to access the personal information you supplied us as well as correct or update it.

You may opt out of being a panel member of Acorn Ideas at any stage. This can be done by sending an email to [support@acornideas.com.au](mailto:support@acornideas.com.au) and inserting in the subject line "Request Removal" or by following the link to unsubscribe that will be present in every email sent to you by Acorn Ideas.