



## Collection Notice

At Gather, we care deeply about your privacy.

And that means giving you what you need to make informed choices.

This Collection Notice explains how and why we collect, use and disclose your personal information when you interact with Gather.

### **How and why we collect personal information**

We collect personal information such as your name, age, gender, email address, postcode and state of residence for matching you with the appropriate surveys. If you do not provide us with the information requested, you may not be able to become a panel member and participate in surveys.

We collect other personal information such as your survey responses, opinions, preferences and interests when you share feedback with us. We collect and keep a video or audio copy of your survey if you attend a recorded survey interview or if you submit a video or audio response to respond to our surveys.

If you are an Everyday Rewards member, we will also collect information about your participation in the Everyday Rewards program such as information about products you have purchased, competitions you participate in and offers you've enjoyed. This information may be combined with information we collect about you via the Gather program.

We typically use your personal information to:

- conduct relevant research and improve our services
- deliver surveys, offers, competitions or other relevant programs
- seek your feedback
- respond to your enquiries and complaints
- keep our records accurate and up-to-date
- better understand your needs and identify and market to you other products and services you may find useful
- comply with our legal obligations

From time to time, we may ask you questions that relate to sensitive information (which is defined in the Privacy Act and is a subset of 'personal information'), including questions about specific dietary products or health products. You will be provided with the option of choosing not to answer such questions. We do not share any sensitive personal information unless required by law.

Depending on how you deal with us, it's possible we may need to collect other types of personal information necessary to conduct our business or to comply with our legal obligations.

### **Sharing your personal information**

If you reside in New Zealand, your personal information is disclosed to our third party research client, Camorra Research Limited (NZ Company Number 1522072), who provides certain services to us in relation to the surveys.

Your personal information is never disclosed to other third party research clients without your express consent. However, we may disclose your survey responses on an anonymised basis to such clients.

We may need to share your personal information with other parts of the Woolworths Group, as required by law or in the context of any legal proceedings to which we are a party.

### **Your rights**

If you have a query or complaint you would like to discuss with Woolworths relating to a privacy matter, you can contact us via email at [privacy@woolworths.com.au](mailto:privacy@woolworths.com.au) if you reside in Australia, or [privacyofficer@woolworths.co.nz](mailto:privacyofficer@woolworths.co.nz) if you reside in New Zealand.

Visit the [Woolworths Group Privacy Policy](#) or the [Woolworths New Zealand Privacy Policy](#) for more information on marketing communications, and how you can access or correct personal information collected by Woolworths.

You can leave the panel at any time by clicking the unsubscribe link in a survey invitation you receive or by sending an email to [support@woolworthsgrouppgather.com.au](mailto:support@woolworthsgrouppgather.com.au) asking to be removed. When you leave the panel you will no longer receive surveys from us. Your previous survey responses will not be removed but these responses will no longer be linked to your personal details.

Woolworths Group Limited, ABN 88 000 014 675 trading as Gather.