

Privacy Policy

This website (“**the Site**”) is owned and operated by Capitalis International Pty Ltd (ACN 103 831 214) (“**we**”, “**Capitalis**” or “**us**”). Capitalis is in the business of providing market research services to its clients (“**Services**”).

We recognise the importance of protecting information that personally identifies you (“**Personal Information**”). We are bound by the *Privacy Act 1988 (Cth)* and the Australian Privacy Principles.

The Privacy Policy relates to the collection and use of Personal Information you may supply to us through your voluntary participation in our provision of the Services or conduct on the Site.

By choosing to participate in the Services and or by using the Site, you consent and agree to the Privacy Policy of Capitalis as follows.

We reserve the right, at our discretion, to modify or remove portions of this Privacy Policy from time to time. You should review this Privacy Policy periodically to ensure you are updated on any changes.

1. What Personal Information do we collect?

In the course of voluntarily participating in our Services and using the Site, we may collect your Personal Information such as your name, date of birth, address, email address, age, sex, marital status, contact details, occupation, preferences, personal interests, and financial information.

You have the option to anonymously participate (by using a pseudonym for example) in the provision of the Services.

If we collect your Personal Information from the Site, we may also collect the following information for marketing purposes and to improve the functionality of the Site:

- your server address;
- domain name;
- the date and time of your visit to the Site;
- the pages viewed and information downloaded;
- the previous sites visited; and
- the type of browser used.

2. How do we collect your Personal Information?

We may collect your Personal Information using various means including but not limited to:

- directly from you e.g. through the Site, membership or application forms;
- by voluntary completion of surveys or forms;
- from public domain e.g. your business website;
- from authorised third party data sources and data lists for the purposes of conducting our Services;
- from your business partners/associates and employers; and
- by your usage of the Site e.g. the pages that you visit, what links you click.

3. How do we use your Personal Information?

We may use your Personal Information to the extent that is reasonably necessary to carry out the Services including for the following purposes:

- to gather insight to inform strategy and marketing plans;
- to compile analytics in sizing or quantifying market opportunity;
- to predict market opportunity forecasting and resource allocation;
- to disclose to other businesses who assist us in providing services or who perform functions on our behalf;
- to conduct credit checks (if and where necessary); and
- to improve our Services and the Site.

4. To whom do we disclose your Personal Information?

We may disclose your Personal Information to third parties but only for the purposes of providing the Services and for the purposes contemplated by your use of the Site.

These third parties may include:

- our clients, agents or contractors (worldwide);
- email marketing providers (worldwide);
- data collection and marketing providers (worldwide);
- our related entities; and
- our professional advisers.

When we disclose your Personal Information with a third party, we will require the third party to handle your Personal Information in accordance this policy and the Australian Privacy Principles.

5. Security

We strive to ensure the security of your Personal Information and we take reasonable steps to protect your Personal Information from:

- a) misuse, interference and loss; and
- b) unauthorised access, modification or disclosure.

We will review and update our physical and data security measures in light of current technologies. Unfortunately, no data transmission over mobile data and communication services can be guaranteed to be totally secure.

For security purposes, any Personal Information that we receive and/or provide to third parties will be password protected.

In addition, our employees and contractors who provide services related to our information systems are obliged to respect the confidentiality of any Personal Information held by us.

We will do everything reasonably within our power and control to prevent unauthorised use or disclosure of your Personal Information. However, we will not be held responsible for events arising from any unauthorised use or access to your Personal Information.

6. Storage

Whilst we store your Personal Information in our onsite servers, there may be some circumstances where your Personal Information is stored on a remote, "Cloud" or offsite server. If we store your Personal Information on a remote, "Cloud" or offsite server we will endeavour to protect your Personal Information through security measures such as password protection and encryption.

We retain and store your Personal Information (whether onsite, offsite or on the Cloud) for a maximum of 12 months.

7. Accuracy of your Personal Information

We will take reasonable steps to ensure that your Personal Information that we collect, use or disclose is accurate, complete and up-to-date. However, the accuracy of the information held by us largely depends on the accuracy of the information that you supplied to us. If at any time you discover that any information concerning you is inaccurate, out of date, incomplete, irrelevant or misleading, please contact us to correct the information.

8. Marketing

You consent to us using your Personal Information for marketing and promotions purposes. You can nominate to stop receiving these marketing materials at any time by sending an email to us at the email address at the bottom of this policy and we will remove you from the mailing list.

When you participate in the Services, you can opt to consent to us providing your Personal Information to third parties (such as our clients who engage us to provide the Services) for marketing and promotions purposes. You can elect to stop your Personal Information being provided to third parties for marketing and promotions purposes at any time by sending us an email to the email address at the bottom of this policy.

9. Access to your Personal Information and Complaints

Your privacy is very important to us and we take the matter very seriously. If you have any concerns about your privacy or how your Personal Information is being handled, please contact us at the email address at the bottom of this policy. We will take steps to address your concerns and we aim to provide you with a written response within 21 days (and in any event within 30 days). If you have a genuine reason to access your Personal Information held by us, we will give access to the information in the manner you requested, if it is reasonable and practicable to do so.

10. Cookies

When you visit the Site or participate in our Services online, the Site may send one or more Cookies - a small text file containing a string of alphanumeric characters - to your computer that uniquely identifies your browser. Our servers may also record anonymous information such as the time, date and URL relating to your use of the Site. Cookies, which are industry standard and are used by most web sites, including the

Site, can facilitate a user's ongoing access to and use of a website. The use of Cookies will allow us to customise the Site to your needs, remember your preferences and also assists us in improving the performance of the Site. We may engage third parties to analyse the information collected by cookies or perform statistics about usage of the Site.

Sometimes, cookies may collect and store your Personal Information. We treat such information in the same manner as other Personal Information that you provide to us.

You can deactivate the cookies by resetting your web browser to refuse all cookies or to indicate when a cookie is being sent. However, the Site may not function properly if you disable the cookies.

11. Third Party Sites

From time to time we may provide links to third party websites ("**Linked Sites**"). These Linked Sites are not under our control and we do not accept responsibility or liability for the conduct of the Linked Sites or their businesses and the information available on the Linked Sites. We recommend that you refer to the privacy policy of the Linked Sites before disclosing your Personal Information to the Linked Sites.

12. Contact Us

If you have any further queries relating to our Privacy Policy or you have any comments or feedback, please contact us at the following:

Contact Person: Stuart Calvin Gunstone

Email: enquiries@capitalis.com.au

13. Further Privacy Information

For more information about privacy issues in Australia and protecting your privacy, visit the Australian Government, Office of the Australian Information Commissioner website. <http://www.privacy.gov.au>.