

Confidentiality Privacy and Security



Privacy Commitment

As a part of MindWorks Marketing Communications Pty Ltd (MindWorks) services we work with our clients to increase the return on their marketing communication investment through the collection, analysis and supply of data about Australian consumers and business.

MindWorks is committed to protecting our client's data along with any personal information about individuals contained therein. This includes but is not limited to, the Australian Privacy Principles (APP's) Act 2006 which are detailed in the *Privacy Act 1988 (Cth)*, the *Spam Act 2003* and *Do Not Call Register*.

In addition we require our clients to comply with industry standards and practices concerning the use of databases and our direct marketing services. This includes but is not limited to, the Australian Privacy Principles (APP's) Act 2006.

Security

MindWorks uses industry standard technologies and processes, such as firewalls and a physically protected office environment, to protect client data. At the completion of a project, a client's data will be returned, destroyed, de-identified or securely stored under a client's instruction. All MindWorks employees sign a confidentiality agreement in respect to MindWorks and client's confidential information.

Supply Partners

At times, MindWorks utilises Supply Partners to fulfil some of our business operations. When executing their duties, these Supply Partners may require access to data which MindWorks gathers or holds on behalf of clients. Supply Partners are contractually bound to keep our client data confidential and may not use it for any purpose except to execute their contractual duties to MindWorks.

Internet

MindWorks (and its contractors) provide online marketing services and products to clients. These services include customer database management and analysis, email delivery, email tracking and website tracking. For all clients, MindWorks is contractually bound to keep customer data private and does not share data across multiple clients.

In addition we require our clients to comply with industry standards and practices concerning the use of our Internet Marketing services.

Further Information

If you wish to find more information about our industry code of practice, privacy issues, privacy protection and privacy in the private sector please visit the following websites:

- Australian Direct Marketing Association at www.adma.com.au
- Internet Industry Association at www.ii.net.au
- Australian Privacy Commissioner's website at www.privacy.gov.au

To discuss MindWorks Policies please contact:

The Policy Officer

MindWorks Marketing Communications Pty Ltd

PO Box Q894, QUEEN VICTORIA BUILDING NSW 1230.