

## Privacy Policy – Sage Writing and Research

Sage Writing and Research Pty Ltd (SWR) will ensure that information gathered and used in the running of the business is kept confidential at all times. In the course of its business activities, SWR may be required to collect personal information from individuals from time to time. SWR is also required to collect commercial in confidence information as part of its regular business dealings. SWR recognises the importance of protecting this personal information. The purpose of this policy is to ensure that any individual who provides information to SWR.

### Definitions:

**Confidential Information** - for the purpose of this Policy, “confidential information” is defined as:

- The names, details and information relating to the business affairs of the clients or members of SWR;
- Intellectual property matters of a technical nature, trade secrets, technical data, marketing procedures and information, accounting programs and procedures, financial information, strategic and business plans and like information relating to the business of SWR and its clients;
- Other information which SWR is informed or informs others is confidential or which, if disclosed, SWR knows or ought reasonably to know, or another person in possession of the information knows or ought reasonably to know, would be detrimental to SWR or its clients;
- All other information which is imparted in circumstances which a party knows or ought reasonably to know that the information is confidential to SWR or any persons with whom SWR is concerned and excludes any information that is public knowledge.

**Personal Information** – information relating to an individual, including an opinion, which may be provided to SWR either in material form or not and whether true or not. Such information may personally identify an individual or make the person’s identity reasonably apparent. Personal Information may be ‘solicited’ (that is, requested) or ‘unsolicited’ (that is, personal information that you tell us but that we do not request).

**Sensitive Information** – information or an opinion about an individual’s racial or ethnic origin, political opinions, membership of a political association, religious beliefs, philosophical beliefs, membership of a professional or trade association, membership of a trade union, sexual practices, criminal record or health information.

### Collection of Information

SWR may collect the following information about our clients or their customers for the purposes of conducting its business activities:

- Personal identification information, such as your name, address, email address, and telephone number;
- Information about your company and commercial activities, including data about company performance for the purposes of conducting tendering and grant activities;
- Client or customer information for the purposes of conducting consultations and strategic planning.

SWR may also collect personal information from individuals to enable it to provide improvements to the organisation. The reasons for the collection of personal information include, but are not limited to, statistical, taxation and other legal requirements.

### **Storage, Access and Retention of Personal Information**

All personal information collected by SWR will be retained in secure cloud storage. The data will not be made available to a third party, unless we are under a legal requirement to do so, without the authority of the individual who provided the personal information.

Where information held by SWR is no longer required to be held, and the retention is not required by law, then SWR will destroy such personal information by a secure means.

### **Access to Personal Information**

SWR will have access to your personal information during the course of business. Moreover, some contractors delivering services to SWR, such as security and information technology services, may have access to records and information in the normal course of delivering these services to SWR.

SWR will take all reasonable steps to protect the security of the personal information that it holds. This includes appropriate measures to protect electronic materials and materials stored and generated in hard copy (i.e. through secure passwords, lockable fireproof cabinets and limited access).

We may disclose your information for the purposes of tendering or grant activities, which is the primary reason for which it is held, or for a related secondary purpose.

### **Complaints**

If you have any concerns regarding the privacy of personal information, then you may give feedback to the Managing Director who will then respond to your feedback.

### **AUTHORISED BY:**



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Managing Director,

Sage Writing and Research Pty Ltd  
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SAGE WRITING  
AND  
RESEARCH