

## The Digital Edge Privacy Policy

This Policy applies to The Digital Edge Online Consultants Pty Ltd (ABN 86 085 341 304 ) and outlines the obligations of The Digital Edge in regards to the information collected from this website (Part A) and as managing personal information we hold about clients, research respondents, contractors and others (Part B).

Part A of this Policy outlines the obligations of The Digital Edge in regards to the information collected from this website.

### Information collected

We may use technology to track the patterns of behaviour of visitors to the site. This can include using a 'cookie', pieces of information that are transferred to an individual user's hard drive for record keeping purposes. At the present time the cookie we send to your computer stores only basic information via Google analytics:

- your server address
- your top level domain name (for example .com, .gov, .net etc)
- the pages you accessed and documents downloaded
- the previous site you have visited
- the type of browser you are using
- it may include your name, address, phone number and email address.

Only information collected by cookies as specified in this section of our privacy policy is automatically collected from users of the site. In the event that we do collect any personal information about visitors to the site it is available only to The Digital Edge. The cookies function by saving your passwords and site preferences. As a result it is possible to speed up your future activities at the site and allow The Digital Edge to provide you with information specifically tailored to your interests. You can usually modify your browser to prevent this happening. The information collected in this way can be used to identify you unless you modify your browser settings. To modify your browser settings click on the help section of your Internet browser and follow the instructions.

### Use of information collected

The Digital Edge may collect personal information when we provide our service to you. We collect personal information from you whenever you communicate with us by any media. This includes (but is not limited to) feedback on the site or blog, or sending us an email.

Generally we will tell you why we are collecting information when we collect it and how we plan to use it or these things will be obvious when we collect the information. Some of the reason we collect your personal information include:

- To keep you informed of our products and services
- Statutory and regulatory compliance
- To provide you with information relating to any benefits provided to you by any third parties, including but not limited to a benefit provided to you by our client in response to your answer to a survey request
- Transferring any personal information to any subsidiary or group company
- To process any enquiries raised by you and other communications initiated by you in relation to your dealings with The Digital Edge