

The Lab Insight & Strategy – Privacy Policy

The Lab Insight & Strategy Pty Ltd is an independent market research and insights consultancy. We conduct market, social and behavioural research on behalf of clients to generate insights and evidence to support decision-making.

We respect your privacy and are committed to handling personal information transparently, respectfully and securely. This Privacy Policy explains what personal information we collect, why we collect it, how we use and share it, how we keep it safe, and the choices and rights available to you.

We comply with the Privacy Act 1988 (Cth), the Australian Privacy Principles (APPs), and the Privacy (Market and Social Research) Code, and adhere to the professional standards of The Research Society.

What we collect

Personal information is information or an opinion about an identified or reasonably identifiable individual.

Depending on your interaction with us, we may collect:

- name
- email address and phone number
- age or date of birth
- occupation or employer
- demographic or screening information relevant to research participation

We may also collect sensitive information (such as opinions, attitudes or health-related information) where this is reasonably necessary for research purposes. Sensitive information is collected only with your informed consent.

We generally collect personal information directly from you when you:

- visit our website
- complete online forms (including Microsoft Forms)
- express interest in or participate in research activities
- join a research panel or research community
- contact us with an enquiry

Social media recruitment

We may use social media platforms (such as Instagram) to invite people to express interest in participating in research. Any personal information is collected via a secure external form (such as Microsoft Forms). We do not collect research responses via social media comments or direct messages. Social media platforms do not receive

research responses or panel data from us. Participation in our research and panels is strictly limited to individuals aged 18 years and over.

Why we collect it

We collect personal information only where it is reasonably necessary to:

- conduct market, social and behavioural research
- assess suitability for participation in research
- invite you to participate in research where you have consented
- administer research incentives where applicable
- manage research panels or research communities
- respond to enquiries
- meet legal, regulatory and professional obligations

How we use it

We use personal information only for legitimate research-related purposes. Research findings are analysed and reported in aggregated or de-identified form, unless you have explicitly consented to identifiable use or disclosure.

Research is not marketing. Personal information collected for research purposes is not used for advertising or direct marketing, and we do not sell personal information.

Who we share it with

We may share personal information with trusted service providers who support our research activities, such as:

- research and survey platforms
- transcription or analysis providers
- incentive administrators

We do not disclose identifiable personal information unless:

- you have provided consent
- it is required or authorised by law

Service providers are required to handle personal information securely and only for the purpose for which it is provided.

How we keep it safe

We take reasonable steps to protect personal information from misuse, loss and unauthorised access, modification or disclosure.

The Lab operates on Microsoft 365, with personal information stored in Australian-based data centres. Access to personal information is restricted to authorised personnel and service providers.

We retain personal information only for as long as necessary for the purpose for which it was collected or as required by law. When no longer required, information is securely destroyed or de-identified.

Your choices & rights

Research panels and communities:

If you join a research panel or community:

- participation is voluntary
- you may decline any individual research invitation
- you may request to leave the panel at any time

We retain panel information only while you remain a panel member, or until you request deletion, unless a longer retention period is required by law.

Consent, anonymity and re-contact:

Where practicable, you may participate anonymously or using a pseudonym. In some circumstances this may not be practicable, for example where incentives are provided or follow-up research is required.

We will only:

- collect sensitive information with your consent
- disclose identifiable research information with your consent
- re-contact you where you have been informed this may occur or where there is a genuine research reason

Access and correction:

You may request access to the personal information we hold about you, or request correction if it is inaccurate, incomplete or out of date. We may require verification of identity before responding.

Complaints and enquiries:

If you have questions or concerns about how we handle personal information, or wish to make a complaint, please contact us at: hello@thelabstrategy.com We will respond within a reasonable timeframe. If you are not satisfied with our response, you may contact the Office of the Australian Information Commissioner (OAIC).

Updates to this policy

This Privacy Policy may be updated from time to time. The current version will always be available on our website. Effective date: January 2026