

Horizon Research Privacy Policy

1. Introduction

HorizonPoll, operated by Horizon Research Limited, is committed to protecting the privacy of our panellists and users in compliance with the New Zealand Privacy Act 2020. This policy explains how we collect, store, use, and protect personal information within our platform, ensuring that data is only used for disclosed purposes, stored securely, and accessible only to authorised personnel.

2. Information Collection and Use

We collect only the information necessary to provide survey, research, and panel services, following data minimisation principles. The information collected includes:

- **Personal Information:** Basic contact and profile information you provide when joining the panel or updating your account.
- **Survey Responses:** Responses provided in surveys, which are presented to clients and research staff anonymised in aggregated results.
- **Platform Interactions:** Details of your activities on our platform, such as login times and survey participation.

All information collected is used strictly for managing the platform, delivering relevant surveys, and providing rewards, in accordance with the purposes disclosed when you join HorizonPoll or participate in activities.

3. Data Sharing and 3rd-Party Processors

HorizonPoll partners with Pureprofile and Beweb as technology partners. Pureprofile hosts some members of our panels who elect to earn rewards for completing surveys panels and provides its survey management infrastructure, while Beweb develops and maintains the HorizonPoll platform. Both partners operate under strict confidentiality agreements and adhere to HorizonPoll's data protection standards.

Pureprofile's privacy practices, including data collection and handling on our behalf, can be found in their privacy policy. No personally identifiable information is shared with research clients unless you provide express consent.

4. Data Security

We implement industry-standard security measures to protect personal data, including:

- **Secure Data Transmission:** All data transmitted between your device and our servers is encrypted.
- **Access Controls:** Only authorised HorizonPoll and partner personnel have access to data, with access activities logged.
- **System Security:** The HorizonPoll platform operates within a securely configured environment, with regular updates and adherence to security best practices.
- **Logging and Monitoring:** We maintain logging for error reports, suspicious activities, and system events to ensure prompt detection and response to any potential issues.

5. Data Access and Correction

You have the right to access and correct your personal information. You may update your details directly via your HorizonPoll account or contact us for support. Requests are processed in line with the New Zealand Privacy Act 2020, within 30 days.

6. Data Retention and Disposal

Personal data is retained only as long as necessary for its intended purposes or as required by law. Upon the end of use, data is securely deleted in accordance with data disposal best practices. Files, databases, or backups no longer required are periodically reviewed and permanently erased.

7. Data Breach Notification

In the event of a data breach impacting personal data security:

- We will immediately investigate to confirm and assess the scope of the breach, including identifying affected data and systems.
- Steps will be taken to contain the breach and minimise any impact. This may include isolating affected systems, suspending compromised accounts, or implementing additional security measures
- Notifications will be sent to affected individuals. Notifications will include details of the breach, affected data, and recommended actions to protect your information.
- If serious harm is likely, we will notify the Privacy Commissioner as soon as practicable, as required by law.
- Horizon will address the root cause of the breach and implement corrective actions to prevent future incidents, which may include security enhancements, and changes in processes.

8. Contact Information

If you have questions or concerns about this privacy policy or our data protection practices, please contact us:

- Email: manager@horizonresearch.co.nz

Most recent privacy policy review date: November 14, 2024