



Privacy Policy

1. Introduction

The Strategy Group Pty Ltd (“The Strategy Group”, “we”, “us”, “our”) is committed to protecting the privacy of personal information we collect, hold, use and disclose in the course of providing consulting, research, strategy, facilitation and advisory services.

This Privacy Policy explains how we manage personal information, including information provided to us by our clients (such as government bodies, councils and other organisations) for purposes such as surveys, research, consultation and engagement activities.

We handle personal information in accordance with the *Privacy Act 1988 (Cth)* and the Australian Privacy Principles (APPs).

2. Scope

This Privacy Policy applies to:

- Personal information collected directly by The Strategy Group; and
- Personal information provided to us by our clients for the purpose of delivering agreed services (including survey distribution, research, analysis and reporting).

3. What is Personal Information?

“Personal information” means information or an opinion about an identified individual, or an individual who is reasonably identifiable, whether the information is true or not and whether recorded in a material form.

Examples may include names, email addresses, phone numbers, demographic information, job titles, organisation names, survey responses and other information provided during research or consultation activities.

4. How We Collect Personal Information

We may collect personal information:

- Directly from individuals (e.g. when completing surveys, interviews, workshops or consultations);

- From our clients, where they provide contact details or datasets for survey or research purposes;
- Through online tools and platforms used for surveys, virtual workshops or analytics; and
- From publicly available sources, where relevant and lawful.

5. Purpose of Collection and Use

We collect, hold and use personal information only where reasonably necessary for our business activities, including to:

- Deliver consulting, strategy, research and advisory services;
- Design, distribute and analyse surveys and consultation activities; - Conduct research, interviews, workshops and stakeholder engagement;
- Produce insights, reports and recommendations for clients (generally in aggregated or de-identified form);
- Communicate with participants about research or consultation activities; and
- Meet legal, regulatory and contractual obligations.

We do not use personal information for direct marketing unless expressly agreed.

6. Information Provided by Clients

Where a client provides personal information to The Strategy Group (for example, contact details for survey distribution):

- The client warrants that it has collected the information lawfully and has authority to provide it to us;
- We act as a service provider and handle the information solely for the agreed project purposes;
- We do not claim ownership of client-provided personal information; and
- We will not use the information for any purpose unrelated to the client engagement.

7. Disclosure of Personal Information

We may disclose personal information only where necessary, including to:

- Our employees and contractors involved in delivering services;
- Trusted third-party service providers (e.g. survey platforms, data hosting providers) who assist us in operating our business;
- Clients, typically in aggregated, anonymised or de-identified form; and

- Regulators or authorities where required by law.

Where third parties are engaged, we take reasonable steps to ensure they comply with privacy and confidentiality obligations.

8. Overseas Disclosure

Some service providers we use (such as cloud-based survey or collaboration platforms) may store data outside Australia. Where this occurs, we take reasonable steps to ensure overseas recipients handle personal information in a manner consistent with the Australian Privacy Principles.

9. Data Security and Storage

We take reasonable steps to protect personal information from misuse, interference, loss, unauthorised access, modification or disclosure, including through:

- Secure systems and access controls;
- Limited access to personal information on a need-to-know basis; and
- Use of reputable, secure technology platforms.

We retain personal information only for as long as necessary to fulfil the purpose for which it was collected, or as required by law or contract, after which it is securely destroyed or de-identified.

10. Anonymity and De-identification

Where practicable, we collect and report information in an aggregated or de-identified form. Individual responses to surveys or consultations are generally not identifiable in client deliverables unless explicitly agreed and required for the project.

11. Access and Correction

Individuals may request access to personal information we hold about them and request corrections if the information is inaccurate, incomplete or out of date. Requests should be made using the contact details below.

12. Complaints

If you believe we have breached this Privacy Policy or the Australian Privacy Principles, you may lodge a complaint with us. We will investigate complaints promptly and respond within a reasonable timeframe.

13. Contact Us

For privacy-related enquiries, access requests or complaints, please contact:

The Strategy Group Pty Ltd

Email: contact@thestrategygroup.com.au

Phone: 02 9388 9925

14. Updates to this Policy

We may update this Privacy Policy from time to time. The latest version will be made available on request or via our website.

This Privacy Policy is intended as a general statement of how The Strategy Group handles personal information and may be supplemented by project-specific privacy notices or contractual arrangements with clients.