

## ORD 11.0.3 Xtra Insights Privacy Basics

**Read Time:** 6 minutes

Your privacy is important to us and we make it our responsibility to protect it. We understand you are concerned about your privacy and have written these Privacy Basics in plain English to help you understand the what, how, who and why we use your data.

*Note: This is not legally binding - you can read the legal eagle version on our [website](#).*

### 1. Who are we?

Xtra Research Pty Ltd ABN 19 125 415 385 operates Airtime Surveys, an online community and surveys platform, as well as other market research services, from within Australia. Xtra Research Pty Ltd from here on in will be referred to as our business name, Xtra Insights.

This abbreviated Privacy Policy describes how we collect, use, process, and disclose your personal data in conjunction with your access to and use of all our products, services, websites and apps.

### 2. Who are you?

How we process your personal data depends on how you use our services.

**Admin Account Holder** – You either directly create surveys or you are monitoring surveys, feedback, memberships or results within your Airtime Community. You're both a "data subject" and a "data controller".

**Member Account Holder** – You have received an invitation to and are a member of an Airtime Surveys Community and you respond to surveys, forms or applications. You are a "data subject".

**A Visitor** – You don't have either of the accounts listed above, however you have landed on our website.

Depending your relationship with us, we act as both a "data controller" and as a "data processor".

### 3. Why do we collect your data?

We will only collect personal data if you have either provided your express consent, to fulfil our contractual responsibility or it is in our legitimate interests.

You may withdraw your consent at any time by ceasing to use our services, unsubscribing through the surveys platform or [contacting us](#).

## 4. What data do we collect?

We collect different types of personal data about you as you use our services.

Information category	Nature of Information Collected
Account Information	Your name, email address, a password that you provide, an optional phone number and, if applicable, billing information.
Profile Information	Age, gender, residential address and other contact details. We also collect your survey responses.
Social Media Information	Information that you choose to make available to us (such as your Facebook Profile).
Additional User Information	Your communications and feedback for the purposes of improving our services.
Computer and Mobile Device Information	We store information about the device and applications you use to assist in issue diagnosis.
Information from Cookies and similar technologies	We use first-party cookies for security and from Google Analytics and Microsoft Application Insights, and third-party cookies from Facebook to track your behaviour and experience.
Information from Third Parties	We record information about how you arrive at our websites. We also use Google Analytics, but this data is anonymised and can only be viewed by us in aggregate.

## 5. How do we collect and process your data?

How we process your data will largely depend on your relationship with us.

You may withdraw your consent at any time by ceasing to use our services, unsubscribing through the surveys platform or [contacting us](#).

### 5.1 VISITORS

If you have given us express consent, we will collect your contact information, such as your name, email address, telephone number or any other information you provide. We use this information to contact you, or if you have given consent, send marketing communications. We may collect your Computer and Mobile Device Information and Information from Cookies and similar technologies.

### 5.2 MEMBER ACCOUNT HOLDERS OR ADMIN ACCOUNT HOLDERS

We collect the information, as outlined in [Item 4](#), to fulfil our contractual obligations or deliver services to you.

We use some identifying information you have provided to respond to enquiries, provide surveys, send information as part of our services, and to send you marketing and promotional information. If you're an Admin Account Holder this information helps provide you with our services, invoice you, provide customer support, and communicate with you.

As a Member Account Holder, we do not control how Admin Account Holders use your personal data. If you have concerns, please contact your Admin Account Holder or consult their Privacy Policy for details.

At no time will we ever sell to a third party (other than the Admin Account Holder) survey response data.

## 6. How are we transferring your data?

We may need to allow our staff, suppliers and service partners to access de-identified personal data you have supplied. These recipients may live outside the country where you reside. We have implemented strict security measures to limit the risk of a data breach, however, there are still risks.

## 7. Information you share

We strongly recommend never sharing your password or access with any other person. If you are an Admin Account Holder, it is your responsibility to protect data subjects' personal data.

## 8. Security

We have a comprehensive security system in place to protect your information.

It is your responsibility to guard against unauthorized access to your personal data on your account or device.

## 9. Our Service Partners

Sometimes we're required to engage third parties to provide you with all our services.

## 10. Data Retention

We keep a record of your data for as long as necessary. We also provide functionality to update or delete certain personal data.

If your account is cancelled, for example you unsubscribe, we will use anonymization and pseudonymization to remove personal data.

## 11. Safety of Minors

You cannot register as a Member Account Holder if you're under the age of 16, without the direct consent of a legal parent or guardian.

## 12. Changes to our Privacy Policy

We might change this policy from time to time. We will let you know when we do.

## 13. Direct Marketing campaigns

If we have contacted you directly with marketing and promotional material, you will be provided functionality to opt-out.

## 14. Your Rights

We provide several rights regarding the personal data that we process:

- a) access upon request to your personal data;
- b) the right to withdraw consent;
- c) the ability to restrict the way we use your data;
- d) the right to correct your data;
- e) the right to obtain a copy of your data;
- f) the right to be forgotten;
- g) the right to object to processing.

## 15. Contact Details

Xtra Research Pty Ltd, operating as Xtra Insights:

**Phone:** +61 7 3314 6796

**Email:** [support@xtrainsights.com](mailto:support@xtrainsights.com)

**Address:** PO Box 40, Lutwyche, 4030, QLD, Australia.

Xtra Insights appointed Data Protection Officer:

**Phone:** +61 7 3314 6796

**Email:** [dpo@xtrainsights.com](mailto:dpo@xtrainsights.com)

**Address:** PO Box 40, Lutwyche, 4030, QLD, Australia.

If you are based in the European Union contact our Representative:

**ON AIR Digital Rainer Eichhorn GmbH**

**Phone:** +49 30 8595590

**Email:** [office@onair.de](mailto:office@onair.de)

**Address:** Wilhelm-Kabus-Str. 70 | Haus 34, 10829 Berlin, Germany.

## 16. Complaints

If you have any questions or complaints, please [contact us](#). We will endeavour to respond within 1 business day.

Where you are a resident of the European Union, you may also wish to contact your local data protection supervisory authority.

For more details, view the complete [Privacy Policy](#).