

Southern Cross Privacy Policy for Survey Participants

Privacy Policy for Southern Cross Viewpoint members

Southern Cross Viewpoint is an online research panel made up of members of Southern Cross Medical Care Society (“**Southern Cross**”). This privacy policy relates only to the personal information (“**your information**”) you provide to Southern Cross when taking part in Southern Cross Viewpoint. This policy does not alter or affect Southern Cross’ general [Privacy Statement](#) or your privacy rights as a member of Southern Cross (which are set out in your policy documents). This privacy policy should be read in conjunction with the [Southern Cross Viewpoint Terms and Conditions](#).

How we use your information

The information Southern Cross collects and holds about you will be used:

- to decide whether you qualify to become a member of the panel as a result of the initial profile questionnaire. If you do not qualify, all information about you will be deleted;
- to confirm your identify when logging in to the Viewpoint website;
- for market research by Southern Cross (which may be conducted on our behalf by third parties contracted by us, including Vision Critical and Camorra Research Limited);
- to contact you with information about Viewpoint and to send you targeted surveys and competitions to participate in;
- for statistical purposes (all information collected is analysed at an aggregated level so you will not be identified at an individual level);
- for administration relating to any of the above purposes.

How we will handle your information

By participating in these surveys you acknowledge you have received notice of this policy and consent to the collection and use of your information by us and contractors in accordance with this policy. Privacy of your information is governed by the Privacy Act and, in relation to health information, by the Health Information Privacy Code.

Southern Cross will do its best to make sure that your information we collect, store, use or disclose is accurate, complete and up to date. Prompt notification of any changes to personal contact details will help us do this. We will also do our best to protect your information from misuse or loss and from unauthorised access, modification or disclosure in accordance with the [Privacy Act](#) and the [Health Information Privacy Code](#).

Under the Privacy Act and the Health Information Privacy Code, you are entitled to access, and request correction of, your information held by Southern Cross. If you have any queries about privacy of information or would like to access any of your information held by us, please contact us at support@viewpoint.southerncross.co.nz

We will collect your information directly from you in conducting Southern Cross Viewpoint surveys, not from any third parties.

Southern Cross may disclose your information to its contractor Camorra Research Limited, a New Zealand-based market research company, to carry out any of the above purposes on Southern Cross’ behalf. We will take reasonable steps to require Camorra Research Limited to comply with our instructions and not use your personal information for any other purposes.

The aggregated results of our market research may be shared within the Southern Cross Healthcare Group and / or provided to any third party, including the media, but will never contain information identifying you as an individual.

Your personal information will be collected and stored using cloud technology by our software provider [Vision Critical](#), and physically stored at secure facilities located in Canada and the United

States. Southern Cross has verified that Vision Critical maintains adequate controls and confidentiality agreements to safely host the information. Southern Cross has an agreement with Vision Critical with provisions to protect your personal information.

Vision Critical host the Southern Cross Viewpoint website and, together with [Camorra Research Limited](#), manage the Southern Cross Viewpoint database. Vision Critical and Camorra Research Limited will only use your information to analyse and report survey results to Southern Cross.

How we contact you

As a member of Viewpoint we will use your email address to invite you to take part in surveys, to notify you if you are a prize winner and send you Viewpoint newsletters.

We may already hold your email address on our Southern Cross member database. However, this is not linked in any way to the information we hold on Viewpoint. If you opt out of receiving the Viewpoint newsletter this does not change the information we hold about you on our Southern Cross member database. Any other information you update on Viewpoint will not update your information in the Southern Cross member database.

If you decide not to provide us with your information you will not be able to take part in Southern Cross Viewpoint surveys.

Ending your Viewpoint membership

To end your Viewpoint membership, go to the Southern Cross Viewpoint website and either:

- click “Unsubscribe” or
- email support@viewpoint.southerncross.co.nz with “Request Remove” in the subject line.

Once you unsubscribe from Viewpoint, any information identifying you, such as your name and email address, will be deleted from the Southern Cross Viewpoint database only. Information on our Southern Cross member database will not be affected. Any aggregated information that we have from your participation in Viewpoint surveys will be kept, but you cannot be identified as an individual in this information.

For other survey participants

From time to time Southern Cross will survey non-members, such as our advisers or account managers. This privacy policy relates to the personal information (“**your information**”) you provide to Southern Cross when taking part in these surveys.

The information Southern Cross collects and holds about you will be used:

- For market research by Southern Cross (which may be conducted on our behalf by third parties contracted by us, including Camorra Research Limited);
- For statistical purposes;
- For quality review purposes (for example, to contact you to discuss a comment you have made in the survey);
- For identifying the winner of the prize draw; and
- For administration relating to any of the above purposes.

We will handle your information in the same way as we handle the information we hold about Viewpoint members, as set out above under the heading ‘How we will handle your information’.

If you have any questions about how we collect or use your information please contact us at support@viewpoint.southerncross.co.nz