

# Collection Statement for Life in Australia™ profile

## Background and purpose

The Life in Australia™ study is used to better understand the views of Australians on topics, like health and wellbeing, education, jobs, law and politics, media and communication, drugs and alcohol, and migration. by clients of the Social Research Centre. Surveys are usually run twice each month. Life in Australia™ members may not be invited to every survey.

We need up-to-date contact information in order for you to be a member of Life in Australia™. Your contact information is not shared with clients—it is only used to invite members to take part in surveys, pay rewards, and for other communications like member newsletters.

Part of being a Life in Australia™ member is having an up-to-date 'profile' that includes questions on demographics like age, education, and where you live, as well as other topics. We ask all new members to complete the profile survey in order to join Life in Australia™ and ask existing members to complete it every year.

We use the profile in the following ways:

- To identify which members qualify for specific surveys (for example: age, sex, state or territory) and select a sample of qualified members to be invited to complete the survey
- To include along with data supplied to clients for specific surveys; we do this so that we do not have to re-ask the same questions in every survey
- To 'weight' survey responses so that they are representative of the target population for a specific survey
- To understand how well the Life in Australia™ study is performing and how well it represents all Australians

We will only use the information you provide for these purposes.

This survey should take around 20 minutes to complete.

Participation in the Life in Australia™ study is voluntary. You can choose not to answer any question. You can decide to stop at any time. You can choose to leave the Life in Australia™ study at any time. We may retire members who do not complete the profile survey.

## Who is conducting the research?

The Social Research Centre conducts the Life in Australia™ study.

Some individual surveys completed by Life in Australia™ members are on behalf of different clients. We will state who the survey is on behalf of no later than the end of the survey. In most cases, the client will be named at the start of the survey. In rare cases, we may name the client at the end of the survey, when knowing who the client is may change the way people answer the survey questions.

If you are a new member of Life in Australia™ who received a text message inviting you to join the study, your mobile phone number was randomly selected by SamplePages. SamplePages randomly selects phone numbers from all possible Australian mobile phone numbers and then checks whether the number is active before supplying it to the Social Research Centre.

For some new members, we asked existing members to nominate other people in their household. In this case, the text message or email inviting you to join Life in Australia™ would have mentioned that you were nominated by another person in your household. In these cases, another household member gave the Social Research Centre your contact information.

If you are an existing Life in Australia™ member, we originally randomly selected either your phone number (landline or mobile) or your address. All phone numbers were randomly selected by SamplePages. SamplePages randomly selects phone numbers from all possible Australian landline and mobile phone numbers and then checks whether the number is active before supplying it to the Social Research Centre. All addresses were selected from the Geo-coded National Address File, which is provided by Geoscape Australia, a company owned by the Commonwealth, State, and Territory governments.

### Information held and collected

The contact information that we collect are email addresses and phone numbers. This contact information is never supplied to clients or other organisations. We only use members' contact information to invite them to surveys, for payment of rewards, and for other communications about Life in Australia™, like member newsletters. We do not use members' contact information for advertising, sales, or fundraising.

The profile questions collect data on:

- Where members live (for example: state, suburb, postcode)
- Demographics like age, gender, education, country of birth, education
- Basic information about your household (for example: how many adults and children you live with and their relationship to you)
- We also collect some other sensitive information that is relevant for some research topics (for example: disability, voting, sexual orientation, ancestry)

Specific surveys will ask other questions, which may be personal or sensitive in nature.

### Disclosure and use

Contact information is never supplied to clients or other organisations. We only use members' contact information to invite them to surveys, for payment of rewards, and for other communications about Life in Australia™, like member newsletters. We do not use members' contact information for advertising, sales, or fundraising.

There is some profile information that we do provide our clients including state/territory of residence, Greater Capital City Statistical Area, Socio-Economic Indexes for Area quintiles, age group (18–24, 25–34, 35–44, 45–54, 55–64, 65–74, 75+), gender, country of birth group (Australia, main English-speaking countries, non-English speaking countries), citizenship (Australian citizen, NZ citizen with a Special Category visa, permanent resident, other status), use language other than English at home (yes, no), Aboriginal and/or Torres Strait Islander origin (Aboriginal and Torres Strait Islander, Aboriginal only, Torres Strait Islander only, neither), household structure, highest educational attainment (Graduate degree, Graduate Certificate or Diploma, Bachelor's degree, Advanced Diploma, Certificate III/IV, Year 12, Years 10–11, Certificate I/II, Year 9 and below).

Most other profile questions are optionally supplied to clients. Before providing certain profile data to clients, we require them to execute a Data Use Agreement with the Social Research Centre prior to providing data. These restricted access profile data include single year age, postcode, suburb, Local Government Area, specific country of birth, single year of arrival in Australia, language other than English used at home, and ancestry. The Data Use Agreement requires the client to specify who will have access to the data and to keep the data securely.

Most clients who put surveys on Life in Australia™ are Australian. The participant information for surveys for overseas clients will provide details on the data collection, including the name of the client and the country in which they are located, if they are not Australian.

We take appropriate security measures to protect member contact information from unauthorised access and use. The Social Research Centre stores all information in Australian servers either hosted by the Social

Research Centre or Amazon Web Services cloud services (an Australian Government Certified Service Provider). Data collection for the profile survey uses UNICOM Intelligence software hosted on Australian servers. Other surveys collect data using either UNICOM Intelligence or Forsta [words on Forsta data domicile].

### [Profile information retention and deletion](#)

Because Life in Australia™ is an ongoing study, we retain profile data on members while the study is running. Where specifically requested by members or former members, profile data is securely deleted. We delete contact information held by the Social Research Centre within three years of withdrawal from Life in Australia™; as email address is used to access member rewards, it is impracticable to delete this contact information until rewards points expire.

We are not able to delete data from the deidentified data files supplied to clients.

### [Other matters](#)

The Social Research Centre fully complies with the Australian Privacy Principles and all applicable privacy legislation. Our [privacy policy](#) contains general information on how the Social Research Centre protects your privacy rights. It also contains information about how we secure your data, how you can make a privacy-related complaint, access to and correct your information.