

# Privacy Collection Notice

December 2024

Nielsen Television Audience Measurement collects personal information about individuals to enable it to carry out its business functions. Further information is available in our Privacy Policy, which is available on our website at [www.nielsentam.com.au](http://www.nielsentam.com.au) Further details about the collection of personal information is provided below.

<p>Our identity and contact details</p>	<p>Nielsen Television Audience Measurement Pty Ltd.          166 Epping Road, Lane Cove NSW 2066          Phone: 02 9490 6500          Website: <a href="http://www.nielsentam.com.au">www.nielsentam.com.au</a>          Email: <a href="mailto:info.tam.au@nielsen.com.au">info.tam.au@nielsen.com.au</a></p>
<p>Facts &amp; circumstances of collection of personal information</p>	<p>There are a number of ways personal information about you is collected:</p> <ul style="list-style-type: none"> <li>• Personal information you provide us</li> <li>• Personal information collected when you answer questionnaires, surveys, and/or participate in studies</li> <li>• Personal information generated by hardware you allow us to install</li> <li>• Via cookies and other digital technologies</li> <li>• Personal information we receive from other sources, such as publicly available sources, our affiliates/related bodies corporate, or non-related third parties</li> </ul>
<p>Why does Nielsen collect personal information about you?</p>	<p>We collect, use, and disclose personal information as is reasonably necessary for our business purposes. Such purposes include:</p> <ul style="list-style-type: none"> <li>• To create market research insights for our clients</li> <li>• To create reports based upon modelled data</li> <li>• For quality assurance and research and development purposes</li> <li>• For historical, academic, or longitudinal research</li> </ul>
<p>Consequences if Nielsen does not collect personal information about you</p>	<p>If Nielsen does not collect personal information about you, we may be unable to allow your participation in the panels, properly respond to a request you may submit (i.e. to access or correct data), or address any complaints you may have.</p>
<p>Third party recipients of personal information about you</p>	<p>We disclose personal information about you to our related bodies corporate (i.e., affiliates) and third parties for the purpose set out above. The third parties to whom we may disclose personal information include:</p> <ul style="list-style-type: none"> <li>• Other Nielsen affiliates or subsidiaries</li> <li>• Service providers to whom we outsource some of our functions</li> <li>• Other market research companies and our clients</li> </ul>

<p>Third party recipients of personal information about you (cont).</p>	<ul style="list-style-type: none"> <li>• Third parties in the event of any reorganisation, merger, sale, joint venture, assignment, transfer or other disposition of all, or a portion of our business</li> <li>• Professional advisors and consultants</li> <li>• Government and regulatory authorities</li> </ul>
<p>Access to and correction of personal information about you</p>	<p>Our Privacy Policy (available here: <a href="https://www.nielsentam.com.au/privacy-policy">https://www.nielsentam.com.au/privacy-policy</a>) contains information about how you can access personal information we hold about you and seek correction of that information.</p>
<p>Privacy complaints</p>	<p>Our Privacy Policy (available here: <a href="https://www.nielsentam.com.au/privacy-policy">https://www.nielsentam.com.au/privacy-policy</a>) contains information about how you may complain about a breach of the Privacy Act or the Australian Privacy Principles and how we will deal with such a complaint.</p>
<p>Likely overseas disclosure of personal information about you</p>	<p>Personal information of our panel members is stored in secure facilities in Australia.</p> <p>Occasionally we transfer personal information to Nielsen affiliates and market research product development companies located in North America and Europe.</p>



If you have any questions about this Statement or any related issues, you may contact us by any of the following methods:

E-mail: [info.tam.au@nielsen.com.au](mailto:info.tam.au@nielsen.com.au)  
 Phone: (02) 9490 6500  
 Ask for the Privacy Officer

The Privacy Officer  
 Nielsen Television Audience Measurement  
 166 Epping Road  
 LANE COVE NSW 2066