



The University of Newcastle

University Drive
Callaghan NSW 2308
Australia

Email: tamara.bucher@newcastle.edu.au

Web: <https://www.newcastle.edu.au>

University of Newcastle study information and consent statement

This privacy statement relates only to the information automatically collected from you resulting from your visit to pages controlled by Laava and used by the University of Newcastle study team for research purposes.

This research project is conducted by Dr Tamara Bucher, Irma Dupuis, Prof. Lisa Toohey and Dr Sidsel Grimstad from the School of Life and Environmental Sciences and the School of Business and Law at the University of Newcastle, NSW Australia. This project is part of Irma Dupuis' PhD in Marketing Technology.

Scan results page data is collected to find out the motivations underlying Australian consumers' wine purchasing choices. Data collected on the scan results page will only be aggregated to understand general user trends and will only be reported anonymously. The University of Newcastle study team and Laava will not attempt to identify individuals from the records the server automatically generates, nor will any of your personal information be collected or disclosed to a third party without consent (unless we are required or authorised to do so by law). The University of Newcastle study team and Laava have taken all reasonable steps to ensure that the information we hold is protected from misuse, loss unauthorised access, modification or disclosure. Specifically, access to systems, applications and the collected data is restricted to authorised personnel only.

This privacy statement does not apply to external websites that are linked to Laava's site. The University of Newcastle study team and Laava are not responsible for the privacy practices or content of external websites. When you link to another site, we recommend you read the privacy statement of that site to familiarise yourself with its privacy policy and practices.

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Further information

If you would like further information, please contact Dr Tamara Bucher:

Telephone: +61 4 52 87 406 Fax: +61 2 49217503

Email: tamara.bucher@newcastle.edu.au

Complaints about this research

This project has been approved by the University's Human Research Ethics Committee, Approval No. H-2021-0220. Should you have concerns about your rights as a participant in this research, or you have a complaint about how the research is conducted, it may be given to the researcher, or, if an independent person is preferred, to the Human Research Ethics Officer, Research & Innovation Services, The University of Newcastle, University Drive, Callaghan NSW 2308, Australia, telephone (02) 49216333, email Human-Ethics@newcastle.edu.au

Best regards,
The study team
Dr T. Bucher, I. Dupuis, Prof. L. Toohey, Dr S. Grimstad.