



Privacy Notice – Nous Data Insights as Data Controller

Effective starting: 16 Feb 2026

1. Who we are and what we do

Nous Data Insights provides the institution ("Institution") that employs you, or engages you to provide services as a contractor, with certain services. In performing these services, Nous Data Insights (referred to as Nous DI, we, us, our in this privacy notice) may collect personal information from you, in which case Nous DI will be the "controller" for privacy purposes and will be responsible for your privacy compliance in connection with personal data you provide to us. This means that we are responsible for deciding how we hold and use personal information about you and are required under data protection legislation to notify you of the information contained in this privacy notice.

We provide tools and support services to institutions related to the collection and analysis of data on their administration and support services, with a view to improving efficiency and effectiveness in their systems and operations. Our services to your Institution include conferences, events, training and feedback surveys which we may invite you to participate in. In performing these services, Nous DI gives certain Institution staff members access to parts of its systems and may disclose some of your personal information to the Institutions for purposes related to the provision of our services to those institutions.

2. The kind of information we collect about you

Personal data, or personal information, means any information about an individual from which that person can be identified. It does not include data where the identity has been removed (anonymous data). Nous DI gathers your account registration information from you or your employer (or, if you are a contractor, the organisation with whom you are contracting) in order to set you up on Nous DI's systems, including UFAalytics, UFAST and UFHelp. This information normally includes your name, username, position title (if applicable) and contact details including phone numbers and email addresses.

As part of our services to your Institution we collect data such as names, position titles, contact information such as email addresses and other information such as meal preferences if you are attending events we organise. We do this for the purposes of the particular services we provide, for example to arrange conferences or workshops or other events we run, and for the purpose of organising and conducting feedback surveys for Nous DI to improve the services we deliver to your Institution.

Certain information is automatically collected when you use Nous DI's systems, this includes:

- Information is collected via third party tracking services that employ cookies and page tags (web beacons) to collect aggregated and de-identified data about users of our Services' websites, including usage and user statistics and details required to authenticate you as an authorised user.
- Device data is recorded about the device and application participants use to access our services including IP address and browser type. We may also infer a user's geographic location based on the IP address.

- We use cookies (small bits of data we store on a device used to access our services) on our Services' websites, so we can recognise repeat users. Each cookie expires after a certain period, depending on what we use it for. We use cookies for several reasons, including:
 - a) To make our systems easier to use. We store usernames in a cookie to make sign-in easier for returning users.
 1. To improve security. We use cookies to authenticate a user's identity such as checking if a user is currently logged into a Nous DI system.
 - b) To provide users with personalised content.

3. Purpose for processing

Nous DI will only process your personal information for the purpose of fulfilling our contractual obligations to your employer, which predominately involves granting you access to our systems and ancillary tasks, such as sending you information and updates in relation to our systems, and for the purposes of providing ancillary services to you, such as details of conferences relevant to you. While we rely on the pursuit of our legitimate interests in providing our specialised services to institutions as the legal basis for collecting and processing your personal information, in collecting and processing your personal information our legitimate interests will not outweigh your rights and freedoms.

4. Data sharing and backup

We will share your personal information with third parties where required by law, where it is necessary to fulfil our obligations under our contract with your Institution. This may involve the sharing of some of your personal information with other service providers who act as data processors. Nous DI operates in Australia, Canada, Ireland, New Zealand and the United Kingdom ('Nous Data Insights Companies'), and we may also share some personal information between our related Companies, for example, in the course of organising events pursuant to the delivery of our services, or for the provision of technical support including through our UFHelp application.

If Nous DI does need to share any of your personal information, Nous DI will only share your personal information with third parties on the basis that such sharing complies with the applicable privacy laws and your information will be subject to appropriate safeguards, securely stored and handled in accordance with Nous DI's data security standards. We will not process or share any information of yours which is sensitive information under applicable privacy laws or prohibited from processing or sharing under Article 9 of the European Union General Data Protection Regulation ('GDPR').

Nous DI maintains separate offsite data processing and backup arrangements in each jurisdiction in which it operates. We backup data periodically to internal secure backup systems and daily to offsite secure backup systems. The offsite processing and backup systems are located in secure facilities with restricted access. With the exception of Nous DI's technical support tools, operating databases and backups are held within the relevant region:

- a) Australia and New Zealand: personal information held in Australia
- b) Canada and Mexico: personal information held in Canada
- c) Ireland and United Kingdom: personal information held within the European Economic Area

5. International transfers

Your personal information may be transferred and processed in countries outside of the European Economic Area (EEA), including Australia. If this occurs, we will ensure that suitable safeguards are in place to protect your personal information. If you require further information on the steps we take to protect your personal information when processed outside the EEA, please contact our Data Protection Officer.

6. Data security

We have put in place appropriate security measures to prevent your personal information from being accidentally lost, used, altered, disclosed or accessed in an unauthorised way. In addition, we limit access to your personal information to those employees, agents, contractors and other third parties who have a business need to know. They will only process your personal information on our instructions and they are subject to a duty of confidentiality.

We have put in place procedures to deal with any suspected data security breach and will notify you and any applicable regulator of a suspected breach where we are legally required to do so.

Further information about our data sharing and data security measures can be obtained by contacting our Data Protection Officer.

7. Data retention

We will only retain your personal information for as long as necessary to fulfil the purposes we collected it for, including for the purposes of satisfying any legal, accounting, or reporting requirements.

8. Rights of access, correction, erasure, and restriction

Your Rights in Connection with Personal Information

Under certain circumstances, by law you have the right to:

- **Request access** to your personal information (commonly known as a "data subject access request"). This enables you to receive a copy of the personal information we hold about you and to check that we are lawfully processing it.
- **Request correction** of the personal information that we hold about you. This enables you to have any incomplete or inaccurate information we hold about you corrected.
- **Request erasure** of your personal information. This enables you to ask us to delete or remove personal information where there is no good reason for us continuing to process it. You also have the right to ask us to delete or remove your personal information where you have exercised your right to object to processing (see below).
- **Object to processing** of your personal information if there is something about your particular situation which makes you want to object to us processing your personal information on the grounds of legitimate interests.
- **Request the restriction of processing** of your personal information. This enables you to ask us to suspend the processing of personal information about you, for example if you want us to establish its accuracy or the reason for processing it.
- **Request the transfer** of your personal information to another party.

- **Lodge a complaint** with a supervisory authority.

Any queries in relation to the above rights should be directed to our Data Protection Officer in writing by email to privacy@nousdatainsights.com

9. Use of Artificial Intelligence (AI)

Our survey processes include the use of AI tools, such as AI-enabled comment screening, summarisation and topic tagging. These tools help us remove personal data from comments and efficiently generate insights that support human decision-making.

We apply AI thoughtfully and in line with legal and ethical standards, always prioritising transparency, consistency and respect for individual feedback.

If you have questions or concerns about the use of AI in our survey process, please contact us at privacy@nousdatainsights.com.

10. Changes to this privacy notice

This version was last updated on 16 Feb 2026. You can obtain a current version by contacting us.

We reserve the right to update this privacy notice at any time, and we will provide you with a new privacy notice when we make any substantial updates. We may also notify you in other ways from time to time about the processing of your personal information.

If you have any questions about this privacy notice, please contact privacy@nousdatainsights.com

Nous Data Insights Companies

Australia and New Zealand: Nous Data Insights (ANZ) Pty Ltd, ABN: 44 139 204 943

UK: Nous Data Insights (UK) Ltd, Company No. 09526740

Canada: Nous Data Insights (Canada) Ltd, Corporate No. C1169363