

# Tensor Research Privacy Policy

## General

Tensor Research Pty Ltd (Tensor Research) respects the privacy of our customers and users of our website and software and this policy outlines our ongoing obligations to you in respect of how we manage your Personal Information. Your information will not be traded, sold or loaned to any third party; it will be treated carefully and used by us solely for the purposes that it was supplied or as set out in this policy.

We have adopted the Australian Privacy Principles (APPs) contained in the Privacy Act 1988 (the Privacy Act). The APPs govern the way in which we collect, use, disclose, store, secure and dispose of your Personal Information.

A copy of the Australian Privacy Principles may be obtained from the website of The Office of the Australian Information Commissioner at <https://www.oaic.gov.au/>.

This Privacy Policy relates to information that we collect about our customers and potential customers, how it is used, and how you can access and control it.

Tensor Research may update this Privacy Policy from time to time and it is available on our website.

## What is Personal Information?

Personal Information is information or an opinion that identifies an individual. Examples of Personal Information we may collect include:

- your name and position/title
- the name of the entity you work for
- your business address
- your email address
- your phone number

## How do we collect Personal Information?

Personal Information is obtained in many ways including:

- when you interact with Tensor Research staff including at events, via email and phone etc,
- when you request an activation code our ModelVision software, at which time the following information is collected:
  - the computer's Hardware ID as stored in the Licence Manager for ModelVision
  - the user name and email address entered in the activation request
  - the company name stored in the licence file on that computer
  - the customer number and serial number entered in the activation request
- when you complete a form on our website [www.tensor-research.com.au](http://www.tensor-research.com.au) (e.g. to sign up to receive our newsletter or to contact us).
- from your website
- from media, publications and other publicly available sources
- from third parties (such as our authorised resellers).

We do not collect any Personal Information that is deemed **Sensitive Information** under the Privacy Act.

## Why do we collect Personal Information?

We collect Personal Information for the primary purpose of providing our services to you, providing information to our clients and providing information to you that is relevant to your interests and our products and services. How we use the information we collect depends on whether you are an existing or prospective software customer or services client.

Existing software customers can expect to be contacted:

- in connection with activating their ModelVision licence
- to receive information about new software releases and upgrade entitlements (including download links)
- to receive our quarterly newsletter
- about any changes in their licensing
- about their Support and Updates service contract
- about training opportunities
- when receiving technical support
- about invoicing and other communications common to digital commerce.

Existing services clients can expect to be notified about their current project status, data queries, preliminary reports, final reports and invoices.

Prospective software customers may be notified about our ModelVision software and its options, new features, special pricing offers, conference exhibits and training opportunities.

Prospective services clients may be notified about our list of services, quotes, scheduling or commercial negotiations.

### **How we share Personal Information**

Your Personal Information will not be traded, sold or loaned to any third party and Tensor Research will not share any identifiable customer information with third parties without express permission from the customer (e.g. before we posted a ModelVision case study on our website we would obtain prior written consent from the client).

### **Security of Personal Information**

Your Personal Information is stored in a manner that reasonably protects it from misuse and loss and from unauthorized access, modification or disclosure. However, no method of transmission over the internet, or method of electronic storage is 100% secure and reliable, and we cannot guarantee its absolute security.

### **How to access and control your Personal Information**

If you have a question about our privacy policy, wish to access, correct, amend or delete any personal information we have about you, withdraw your consent for us to contact you or to register a complaint, please contact [support@tensor-research.com.au](mailto:support@tensor-research.com.au).

You may also unsubscribe from our mailing/marketing lists by selecting the **unsubscribe from this list** link at the bottom of our marketing emails.

### **Use of cookies**

Tensor Research uses Google Analytics, a service which transmits website traffic data to Google servers in the United States, to help us understand website traffic and webpage usage. Google Analytics does not identify individual users or associate your IP address with any other data held by Google.

Google Analytics uses cookies to track how people use our website and their reports allow us to better manage and improve our website. Cookies are files with small amount of data that is commonly used as an anonymous unique identifier. These are sent to your browser from the website and are stored on your computer's hard drive. No personal information is stored within these cookies and we do not use cookies for advertising or promotional purposes. Information about how Google Analytics may use cookies can be viewed at <https://policies.google.com/technologies/partner-sites>.

By using our website, you consent to the processing of data about you by Google in the manner described in [Google's Privacy Policy](#) and for the purposes set out above. You can opt out of Google Analytics if you disable or refuse the cookie, disable JavaScript, or [use the opt-out service provided by Google](#).

Tensor Research also uses MailChimp for the delivery of our newsletters, ModelVision release notices and other marketing emails that we send to customers and potential customers. MailChimp employs the use of cookies, unique identifiers, web beacons and similar tracking technologies in the performance of this service. Information about how MailChimp may use its tracking technologies can be viewed at <https://mailchimp.com/legal/cookies/>.

You may unsubscribe from our mailing/marketing lists by selecting the **unsubscribe from this list** link at the bottom of our marketing emails.

### **Links to other sites**

Our website may contain links to other websites. We are not responsible for the privacy practices of such other sites. When you go to other websites from the Tensor Research website, we advise you to be aware and read their privacy policy. We have no control over, and assume no responsibility for, the content, privacy policies, or practices of any third-party sites or services.

### **Disclosure of Person Information**

Your Personal Information may be disclosed in some circumstances including:

- to third parties where you consent to the use or disclosure
- where required or authorised by law
- if you violate the terms of our End User Licence Agreement or any contracts you have with Tensor Research.

### **Privacy Policy complaints and enquiries**

If you have any queries or complaints about our Privacy Policy, please contact us at:

Tensor Research Pty Ltd  
PO Box 5189  
Greenwich NSW 2065 Australia  
[support@tensor-research.com.au](mailto:support@tensor-research.com.au)

[www.tensor-research.com.au](http://www.tensor-research.com.au)