

**Marketing Impact**

**Privacy Policy (Website)**

(version 1.2)

Public

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## 1 Purpose

Your privacy is important to us. This privacy policy discloses what information we gather, how we use it, and how to correct or change it.

## 2 Policy

We collect personal information from you, including information about your:

- name
- contact information
- location
- computer or network
- interactions with us
- billing or purchase information

We collect your personal information in order to conduct our day-to-day business operations.

Providing some information is optional. If you choose not to enter billing and contact details, we'll be unable to provide our BAU services.

We keep your information safe by storing it in secure files and only allowing authorised staff to access it.

You have the right to ask for a copy of any personal information we hold about you in terms of your relationship with Marketing Impact and to ask for it to be corrected if you think it is wrong. If you'd like to ask for a copy of your information, or to have it corrected, please contact us at [privacy@marketingimpact.co.nz](mailto:privacy@marketingimpact.co.nz)

### 2.1 Website Information

We gather various information about customers and users of our website. We gather this information to conduct our day-to-day business activities and to enable us to provide our services including to support communications with you. This information includes:

- personal information through your voluntary use of the website (such as your first and last names and email address);
- personal information, provided to us by you through any other method (including without limitation correspondence and discussions);
- information collected by us through click tracking in relation to your use of the website, including the content you upload and the content you access; and
- aggregated data, which tracks traffic to the website; and cookies, which are pieces of information transferred to your computer hard drive for record keeping (such as your preferences on our website).

## 2.2 Security

We are committed to ensuring that your information is secure. In order to prevent unauthorised access or disclosure we have put in place suitable physical, electronic and managerial procedures to safeguard and secure the information we collect.

## 2.3 Use of your information

We will use information we collect from you for the primary purpose for which it is collected and for such other secondary purposes that are related to the primary purpose of collection and we will never sell or rent or otherwise provide your personal information to third parties.

## 2.4 Email Newsletters and other notices

We send emails to our clients detailing our services and offers (e.g. pricing and project updates) as well as other newsletter emails that you elect to receive. In addition, we may send out promotional material to you promoting new or amended material on our site where we think that may be relevant to you. It is our policy to immediately remove any person from any mailing list upon the person's request.

## 2.5 Cookies

Cookies are small pieces of information that are stored in a browser-related file on your computer's hard drive when you use our Web site. Cookies are widely used on most major web sites and allow us to track such things as the length of time spent on a website, and what pages are viewed.

## 2.6 Other information we collect

We collect and use additional information to carry out internal research on our users' demographics, interests, and behaviour to better understand and serve you and our community.

This information may include the URL that you just came from (whether this URL is on our site or not), which URL you next go to (whether this URL is on our site or not), what browser you are using, and your IP address.

If you post on our site, on twitter or Facebook or other social media site about us or your experience with us, we may collect that information for the purposes of improving our service and the end user experience.

## 2.7 Access and removal of Information

You have the right to seek access the personal information held about you and to advise us of any inaccuracy. There are some exceptions to this right set out in the Privacy Act 2020. If you make an access request, we will ask you to verify your identity and specify what information you require. We may charge a fee to cover the costs of meeting your request.

If you'd like to exercise your rights to obtain a copy of ask for a copy of your information, or to have it corrected or otherwise amended, please contact us at [privacy@marketingimpact.co.nz](mailto:privacy@marketingimpact.co.nz)

**2.8 Links to other websites**

Our website may contain links to enable you to visit other websites of interest easily. However, once you have used these links to leave our site, you should note that we do not have any control over that other website. Therefore, we cannot be responsible for the protection and privacy of any information which you provide whilst visiting such sites and such sites are not governed by this privacy statement. You should exercise caution and look at the privacy statement applicable to the website in question.

**2.9 Updates to our information practices**

We reserve the right to change this policy. By continuing to use the website, you agree to be bound by the amended policy. You should check from time to time to see if the policy has changed.

**2.10 Governing Law**

This Privacy Policy is governed by the laws of New Zealand. Personal information will be collected, used, stored, shared and retained in accordance with this Privacy Policy and New Zealand law.

**3 Document Management and Control**

This section provides information on the document owners, approvers and review date. The policy will be reviewed by the date specified unless a significant change to, or within the organization warrants this review prior to that.

<b>Owner</b>	CEO
<b>Content Manager</b>	IT Security Officer
<b>Approved by</b>	Alan Hard
<b>Date Approved</b>	12/2018
<b>Review Date</b>	11/2020
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Document change/review history

Version	Approved by	Date Approved	Description of change	Author
1.0	Alan Hard	12/2018		Alan Hard
1.1	Alan Hard	04/2019		Alan Hard
1.2	Alan Hard	11/2020	Change to NZ Privacy Act 2020	Andrew Pope