



## Digital Privacy Policy

### 1. Introduction

Leigh Peters Consultancy takes your privacy seriously. This privacy policy describes how and why we obtain, store and process data which can identify you.

To the fullest extent permitted by law, we reserve the right to update or correct this privacy policy at any time, without notice, and will post those changes on this page.

### 2. The Information we collect

In operating our website, we may collect, hold, store and use the following information about you:

- Details of your visits to this website and the content or resources that you access, including, but not limited to, traffic data, location data, weblogs, IP address, operating system, access times.
- Contact information (such as your name, your business name, address, email address, phone number) that you provide to us when filling in forms on this website or when requesting further information from us about the services we provide.
- Information on the services that we provide to/for you.

In performing our services as a business administration consultancy, in addition to the information described above we may also collect, hold, store and use:

- Information provided to us when you are provided with services by us, and when you communicate with us for any reason. Such information might include (for example and without limitation):
  - Personal contact details (such as name, title, telephone numbers and personal email addresses)
- Information provided to us (for example and without limitation any of the above information, employee details, financial information as deemed necessary to fulfil contractual service provision(s))
- Financial information, employee information, Directors' Information, customer information, where required to ascertain feasibility for extending credit, or in order to perform the work contracted of us by you. Your business information used to provide services are maintained under separate, password protected files on external hard-drives, and are only retained for the duration of the engagement, or for the duration legally required to meet the New Zealand business obligations of Leigh Peters Consultancy.

### 3. What we use your information for

The information that we collect and store relating to you is primarily used to enable us to provide our services to you. In addition, we may use the information for the following purposes:

- To provide you with information requested from us, relating to our services.
- To meet our contractual commitments to you.
- To notify you about any changes to our website, such as improvements or service/product changes, that may affect our service.
- Where we need to protect your interests (or someone else's interests).
- When we provide our services to you.
- Where we are required to make investigative enquiries.
- When dealing with requests, enquiries or complaints and other customer care related activities.
- To assess our capability to provide our services,
- To review and improve our services, standards, and procedures.
- For business management and planning, including audit purposes.
- In connection with monitoring, testing and maintenance of computer and other IT systems and networks.
- For general administrative and business purposes.
- **ELECTRONIC PROMOTIONAL MESSAGING** – We may from time to time, send our customers electronic messages including but not limited to emails in relation to promotional offers, legislative updates or newsletters. If at any point in time you would like to unsubscribe from receiving future emails, we include detailed unsubscribe instructions at the bottom of every email communication.

## 4. Who we disclose it to

4.1 We do not sell, trade, discuss or otherwise transfer to outside parties your personally identifiable information except as described in this privacy policy.

4.2 We will only pass on information about you as an individual (as opposed to aggregate information) to third parties to enable us to perform services requested by you or with your prior consent.

4.3 We will share your personal information with third parties where required by law, where it is necessary to administer the working relationship with you, or where we have another legitimate reason in doing so (including for any of those purposes outlined above). Some of your information may be shared with:

- Professional advisers, for example, law firms, as necessary to establish, exercise or defend our legal rights and obtain advice in connection with the running of our business. Personal data may be shared with these advisers as necessary in connection with the services they have been engaged to provide.
- Parties and agencies involved in data protection and/or crime prevention, detection, investigation and/or prosecution.
- Other parties, when explicitly requested by you in writing.

## 5. Data Protection, and Requests for Access to and/or Correction of Personal Information we hold

Keeping information about you secure is very important to us and we implement a variety of security measures to maintain the safety of your personal information. We follow strict

security procedures in the storage, use and disclosure of the information you have provided to us, to ensure prevention of unauthorised access. Our security procedures mean that we may require proof of identity before we are able to disclose information to you.

## **6. Deletion / Destruction of personal information held.**

All digital business information not required to be held by NZ business legislation, including Inland Revenue requirements, will be deleted in full at the termination of the engagement, unless you as the customer have indicated that you wish further services to be provided. Any hard copy documents are rendered fully unidentifiable before being destroyed by a qualified document destruction facility.

## **7. Use of cookies**

Our website may place a Google Analytics cookie on the hard drive of your computer or on the mobile device you are using to access the website. A "cookie" is an analytical technology text file which allows us to track and target the interests of users, and serve advertisements based on your prior visits to our website and distinguish you from other users. We also use cookies to help us remember the services that you access, analyze, understand and save your preferences for future visits and compile aggregate data about our website's traffic and site interaction so that we can offer better website experiences and tools in the future. At your discretion, we may also store and access cookies on your machine to allow you to bypass the process of re-entering your details each time you access our website.

The information we collect, track and share with third parties through cookies is aggregated and therefore anonymous (i.e. it does not include personal information which may personally identify you). The information may be used to send advertisements to you in relation to the services we offer via our website and/or third party websites.

The information generated by the Google Analytics cookie about your use of our website is transmitted to, and stored by, Google on Google's servers. Google will use this information for the purpose of evaluating your use of our website, compiling reports on your website activity and internet usage. Google will not associate your IP address with any other data held by Google.

You can delete cookies from your website browser at any time and also permit third parties to place or modify cookies on your computer or mobile device on our behalf. The third parties can use these "tracking cookies" (also called "third party cookies") to see if you have visited certain pages on our website or other websites, and may use them to present targeted advertisements to you as you visit other websites. These tracking cookies do not contain personal information (though they do identify the computer or mobile device you use to visit our website) and you can configure your browser to reject tracking cookies. While we recommend that users enable cookies on their browsers in order to enjoy all the features of our website, it is entirely up to you as the user of our website whether or not you enable them and if so, which ones you enable. (Please note that the management of cookies will be different depending on each user's computer or mobile device - refer to your browser help menu for further information). You may block cookies if you wish, by activating settings on your website browser to refuse cookies. However if you block or refuse all cookies, you may not be able to access all parts or features of our website or they may operate more slowly and/or require you to re-enter data or information previously entered. Third party vendors (including Google) show our advertisements on third party websites and use

cookies to send advertisements based on your prior visits to our website. You may opt out of Google's use of cookies by visiting the Google advertising opt-out page. Alternatively, you can opt out of cookies by visiting the Network Advertising Initiative opt-out page.

Both us and third-party advertisers may use web beacons in connection with our website (and their websites). Some of our website pages may contain web beacons in the form of clear .gif files, which are electronic images that allow for the collection of non-personally identifiable information about your interactions on our website. Web beacons may be used to place advertisements, to understand website traffic patterns and the number of visitors to our website, and to measure the effectiveness of advertisements or email messages.

## **8. Third party links**

We include links to third party websites on our website. These third-party sites have separate and independent privacy policies. We therefore have no responsibility or liability for the content and activities of these linked sites. Nonetheless, we seek to protect the integrity of our site and welcome any feedback about these sites.

## **9. Your consent**

By using Leigh Peters Consultancy website, you acknowledge and agree that you have read, understood and agree to be bound by this privacy policy and you consent to the collection and use of personal and digital information by us as described in this privacy policy. Updates to our privacy policy will be posted on this page so we suggest you check back regularly so that you are always aware of what information we collect, how we use it and under what circumstances we disclose it.

## **10. Accessing and updating your personal information**

You can request to access all personal information we hold about you and ask us to correct or update as necessary by sending us a message via our contact page.

## **11. More Information**

If you have any questions relating to this Privacy Policy or how we use the personal information we have about you, please send us a message via our contact page and we will respond to you within 3 working days.

For more information on privacy or the Act, see the NZ Privacy Commissioner's Website at <https://privacy.org.nz/>