

## The Information Privacy Company

# Privacy Statement

We care about your privacy.

---

**The Information Privacy Company** cares about the privacy of our clients and website visitors. Given our line of business, it would be rather unusual if we didn't. We don't collect a large amount of personal information about individuals but, where we do, we treat it with care and respect. It's important to us that you have control over the information we collect and use about you, so here's a few words about our privacy practices.

### **We only collect the personal information we need to provide services**

We may collect personal information in a number of ways, but will only collect the information we really need to provide a service.

- If you use this website to send us an enquiry, we will collect your name, email address and some other identifying details.
- If you sign up to our newsletter, we collect your email address to stay in touch with you (see more on this below), and we also track who opens or clicks on content in our newsletters.
- If you register for a workshop or other event, we collect your name, contact information, your position and the organisation you work for.
- We do not collect any identifiable information about you when you just browse the website. We use Google Analytics, which uses first-party cookies to generate reports on who visits our website and which bits you look at. This information isn't identifiable though, and we can't tell who you are. You can find out more about how Google Analytics works here and here (including how to block it).

If you use our services, then it is likely that the information we collect from you will mostly relate to your agency, not to you personally. In some cases, such as where an agency asks us to investigate a privacy breach, we may collect personal information about the agency's clients or employees. This information will only be collected with the agency's knowledge and consent.

## **We keep the personal information we hold safe and secure**

The personal information we collect is held by **The Information Privacy Company** using our trusted cloud-based data storage provider, Microsoft Office 365. Occasionally, personal information may also be held locally by **The Information Privacy Company**. Wherever the information is held, we take all reasonable steps to ensure that it is safe and secure.

All our devices are password protected and our file plan is only accessible to our Principals. Where a consultant needs to access a particular file or document in order to provide a service for us, they are given access only to that file or document.

## **We use and disclose personal information only to provide services**

We're very clear about the use and disclosure of the information we hold, whether it relates to an individual or an agency. Discretion and client trust are core values for us. For this reason, we use the information we collect only to provide the services sought from us or communicate with you. We will not disclose personal information unless we have either obtained client consent to do so or are required to by law.

If you're one of our clients, or you attend a public workshop or training session with us, we'll add you to our email database unless you tell us you don't want to. We'll only email you with information we think might be of interest to you, we won't share your email with anyone other than our email service provider (Mailchimp), and of course you can unsubscribe at any time. We collect information about email opens and clicks so we can see what people are interested in.

## **You can ask us for a copy of your information at any time**

If you want to know what personal information we hold about you, you can ask us for a copy at any time. You can also ask us to correct the information we hold about you if you think it is wrong.

To request access to, or correction of, your information, simply email us at [michelle@infoprivacy.co.nz](mailto:michelle@infoprivacy.co.nz). We'll respond to your request as soon as reasonably practicable and no later than 20 working days after we receive it.

## **Just ask us if you have any other questions or concerns**

We're here to help. If you think we've done something wrong or you want to ask us for more detail about our privacy practices, then send us an email at [michelle@infoprivacy.co.nz](mailto:michelle@infoprivacy.co.nz) and we'll get back to you as soon as we can.