

**Marketing Impact**

## **Privacy Policy (Digital Channels)**

(version 1.4)

# Public

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*This policy states how Marketing Impact treats and protects personally identifiable information which is gathered through digital channels such as our public facing web presence.*

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## Contents

1	Introduction .....	2
1.1	Purpose.....	2
1.2	Scope.....	2
2	Policy Statements .....	2
2.1	Website Information.....	2
2.2	Security .....	3
2.3	Use of your information.....	3
2.4	Email Newsletters and other notices.....	3
2.5	Cookies.....	3
2.6	Other information we may collect.....	4
2.7	Access and removal of Information .....	4
2.8	Links to other websites.....	4
2.9	Updates to our information practices .....	4
2.10	Governing Law .....	4
3	Document Management and Control.....	5

## Figures

**No table of figures entries found.**

## Tables

**No table of figures entries found.**

## 1 Introduction

Your privacy is important to us. This Privacy Policy makes clear what personal information we gather, how we use or share it. It also explains how we store and protect personal information, and your rights to access and correct it.

### 1.1 Purpose

This Privacy Policy is to inform all individuals visiting and interacting with Marketing Impact through digital channels such as our public facing web presence and social media, of how we will meet our obligations by caring for your personal information.

### 1.2 Scope

This policy is applicable to all individuals visiting and interacting with Marketing Impact through digital channels such as our public facing web presence and social media.

## 2 Policy Statements

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

- name
- contact information
- location
- computer or network
- interactions with us.

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 visitors and users of our public facing website(s) and social media channels. 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 personal information is secure. In order to prevent unauthorised access or disclosure we have put in place physical, technical, and procedural safeguards to protect and secure the information we collect.

## 2.3 Use of your information

We will use the personal 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 not sell, rent, or otherwise provide your personal information to other parties.

## 2.4 Email newsletters and other notices

We send emails to our clients and other stakeholders detailing our services and offers (e.g. pricing and project updates) as well as other newsletter emails that you may 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 promptly remove any person from any mailing list upon receipt of the person's request.

## 2.5 Cookies

Cookies are small pieces of information that are stored in a browser-related file on your device when you use our website(s). Cookies are widely used on most major websites and allow us to track such things as the length of time spent on a website, and what pages have been viewed.

## 2.6 Other information we may collect

We may 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 type and version you are using, and your IP address.

If you post on our website, LinkedIn, 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 which is 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 will need you to 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 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(s) and social media channels 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 our website(s) and social media channels, 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, and shared 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 document will be reviewed by the date specified unless a significant change to, or within the organisation warrants this review prior to that.

<b>Owner</b>	Alan Hard, Chief Executive Officer
<b>Content Manager</b>	Andrew Pope, Information Security Officer
<b>Next Review Date</b>	March 2025
<b>Version</b>	1.4

#### Document change/review history

Version	Status	Date	Description of change	Author
1.0	Approved	12/2018		Alan Hard, CEO
1.1	Approved	04/2019		Alan Hard, CEO
1.2	Approved	11/2020	Change to NZ Privacy Act 2020	Andrew Pope, ISO
1.3	Approved	18/05/2023	Minor amendment to 2.4 to include other stakeholders	Andrew Pope, ISO
1.4	Draft	30/11/2023	Updated policy content and formatting	Lisa Zannino, CISO
1.4	Approved	04/03/2024	Changes all accepted by the ISG. Approved.	Lisa Zannino, CISO

#### Document review

Version	Status	Date	Name of reviewer(s)
1.4	Draft	31/01/2024	Andrew Pope, ISO Tania Love, ISO Project Manager
1.4	Draft	04/03/2024	ISG (CEO, GMs, CM, ISO, CISO)