

TRA PRIVACY POLICY

INTRODUCTION

The Research Agency Limited (we, us, our) complies with the Privacy Act 1993 of New Zealand (the Act) when dealing with personal information. Personal information is information about an identifiable individual (a natural person).

This policy sets out how we collect, use, disclose and protect personal information which we have collected or acquired.

This policy does not limit or exclude any of your rights under the Act.

CHANGES TO THIS POLICY

We may change this policy by uploading a revised policy onto our website. The change will apply from the date that we upload the revised policy.

WHO DO WE COLLECT YOUR PERSONAL INFORMATION FROM

We collect your personal information from:

➤ yourself, when you provide that personal information to us, including via our website and any related

TRA

service, through any registration, or survey process, or through any contact with us (e.g. telephone call or email)

- third parties where you have authorised this
- third parties where the information is publicly available.

Where possible, we will collect personal information from you directly.

HOW WE USE YOUR PERSONAL INFORMATION

We will use your personal information:

- to verify your identity
- to provide services to our clients
- to market our services and products to our clients
- to improve the services and products that we provide
- to respond to communications from you, including a complaint
- to conduct research and statistical analysis (on an anonymised basis)
- to protect and/or enforce our legal rights and interests, including defending any claim

The logo for TRA, consisting of the letters 'TRA' in a large, bold, teal-colored sans-serif font. The letters are slightly tilted to the right.

- for any other purpose authorised by you or the Act.

DISCLOSING YOUR PERSONAL INFORMATION

We may disclose your personal information to:

- another company within our group
- any business that supports our service and products, including any person that hosts or maintains any underlying IT system or data centre that we use to provide the website or other services and products
- other third parties (for anonymised statistical information)
- a regulatory authority or law enforcement agency which is entitled to require us to supply your personal information
- any other person authorised by you.

A business that supports our services and products may be located outside New Zealand. This may mean your personal information is held and processed outside New Zealand.

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PROTECTING YOUR PERSONAL INFORMATION

We will take reasonable steps to keep your personal information safe from loss, unauthorised activity, or other misuse.

ACCESSING AND CORRECTING YOUR PERSONAL INFORMATION

Subject to certain grounds for refusal set out in the Act, you have the right to access your readily retrievable personal information that we hold and to request a correction to your personal information. Before you exercise this right, we will need evidence to confirm that you are the individual to whom the personal information relates.

In respect of a request for correction, if we think the correction is reasonable and we are reasonably able to change the personal information, we will make the correction. If we do not make the correction, we will take reasonable steps to note on the personal information that you requested the correction.

If you want to exercise either of the above rights, email us at privacyofficer@tra.co.nz. Your email should provide evidence of who you are and set out the details of your request (e.g. the personal information, or the correction, that you are requesting).

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We may charge you our reasonable costs of providing to you copies of your personal information or correcting that information.

INTERNET USE

Whilst we take reasonable steps to maintain secure internet connections, if you provide us with personal information over the internet, the provision of that information is at your own risk.

If you follow a link on our website to another site, the owner of that site will have its own privacy policy relating to your personal information. We suggest you review that site's privacy policy before you provide personal information.

We use cookies (an alphanumeric identifier that we transfer to your computer's hard drive so that we can recognise your browser) to monitor your use of the website. You may disable cookies by changing the settings on your browser, although this may mean that you cannot use all of the features of the website.

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