

QUALMARK NEW ZEALAND LIMITED

PRIVACY STATEMENT

Last updated: 12 July 2021

This privacy notice sets out how Qualmark New Zealand Limited (**'Qualmark'**, **'we'**, **'us'**, **'our'**) collects, uses, discloses, and stores personal information about you when you visit our website, fill out an application form, and otherwise in connection with the Qualmark programme.

Information we collect

We collect, store, use, and disclose the categories of personal information described in the table below:

Personal information we collect	When collected	Why collected
Your name, job title, and your relationship to the business	When you provide it to us, including when you fill out an application form and during the evaluation process	So we can assess your application to be a Qualmark member
Your contact details (including your email address and phone number) and other personal information you provide in connection with the Qualmark programme and services we make available to Qualmark members	When you provide it to us	So we can provide you with our Qualmark member benefits, respond to your queries, and administer the Qualmark programme
All personal information we collect about you, including the above	The circumstances described above and otherwise during our interactions with you	For the purposes described in this privacy notice

You do not have to provide us with your personal information, but if you do not, we may not be able to assess your application for the Qualmark programme and/or provide you with the benefits associated with the Qualmark programme.

Information you give us about other people

We may collect personal information about other people when you provide that information to us. For example, when we evaluate your application, we may collect information about your staff. We may also collect information about other individuals that can be contacted about your application and/or in connection with your business' Qualmark membership, when you provide that information to us.

If you do provide us with another person's personal information, you must make sure that you have that person's authority to share their information with us and you must make sure that person knows that their information may be used by us in the way described in this notice.

How we use personal information

We use the personal information that we hold about you for the purposes described in this statement and otherwise as permitted under New Zealand privacy law.

In addition to the specific ways we use personal information described in this privacy statement, we may also use and share personal information that we hold:

- to respond to your enquiries and communicate with you;
- to conduct research and statistical analysis, including about the operation of the Qualmark programme;
- to provide you with important notices about the Qualmark programme;
- to administer the Qualmark programme, including for the purposes of issuing Qualmark award certificates;
- to improve our website, our services and the Qualmark programme; and
- for any other purposes for which you have given us your permission (including in our communications with other Qualmark members, such as our newsletter).

Sharing your personal information

We share personal information that we hold about you for the purposes described in this statement or as otherwise permitted under New Zealand privacy law.

We may share your information with:

- the New Zealand Tourism Board ('Tourism New Zealand'), which ultimately owns Qualmark;
- our Tourism Business Advisors (who help us to assess applications for the Qualmark programme and who help our Qualmark members by providing advice and insight);
- our legal and professional advisers (for instance, in the context of the HR Legal Support for Tourism Operators Programme); and
- our service providers (including those described below).

In particular, we may share your personal information with the following kinds of service providers:

- providers that offer cloud-based solutions (such as Microsoft Corporation), to help us process, manage, and store the data that we collect and hold;
- providers that offer client relationship management systems (such as Magnetism Solutions) and additional features for our CRM systems (such as PTM EDV-Systeme GmbH), including to help us manage information about Qualmark members, applicants, and other persons interested in the Qualmark programme;
- providers that help us with our IT systems and provide support services relating to our systems (such as Datacom);
- providers that help us to send and manage our communications (such as MailChimp and Power Objects); and
- providers that help us with our website, such as Terabyte Interactive.

Storing your information

Our service providers may store your information on our behalf. We may also hold your personal information ourselves, for instance on servers or in physical files located on our premises.

Your rights and contacting us

You have the right to request access to and the correction of your personal information.

To do so, please contact our privacy officer:

By email, at: privacy@qualmark.co.nz

By post, at: Attention: Privacy Officer
Qualmark New Zealand Limited
Level 1, 1 Nelson Street
Auckland 1142