PRIVACY POLICY

In this Privacy Policy (**Policy**), any reference to "we", "us" or "our" is a reference to The New Zealand Holstein-Friesian Association (Incorporated). Our registered address is 23 Vialou Street, Hamilton.

This Policy applies to members, customers, service providers, volunteers and other third parties' (referred to as "**you**" and "**your**") personal information, rather than the personal information of our employees or independent contractors. We have a separate policy that deals with employee and independent contractor personal information.

This Policy also applies to children, on the basis that we may interact with, and collect personal information in relation to, people under the age of 18. Where practicable, we use reasonable endeavours to obtain parental or guardian consent to this Policy.

Your privacy is important to us. We respect your personal privacy and are committed to maintaining your trust and confidence in the way we collect, store, use and share your personal information. This Policy sets out how we collect, store, use and share your personal information, and how we comply with our obligations under the Privacy Act 2020.

Personal information includes any information that can identify you as an individual. You have the choice not to provide us with your personal information (other than as required by law). However, this may result in us being unable to provide you with some or all of our goods and/or services or may substantially reduce the level of service we are able to provide to you, and/or reduce the areas of our website that you will be able to access.

What personal information do we collect?

We collect personal information as part of our ordinary business operations, including the provision of goods and/or services to you. Personal information that we collect from you may include:

- information that helps us confirm your identity such as your full name and date of birth;
- your contact information including your residential address, postal address, email address and telephone number;
- billing, payment and direct debit information, including bank account numbers;
- purchase and order history;
- cookies (as explained below), computer and/or network IP address, and website usage information;
- information you provide when engaging with our social media platforms;
- documents supporting your trade references and business records;
- information that may enable us to undertake credit checks or criminal record checks;
- in relation to camps, relevant medical information (including medication and other medical needs), dietary requirements and similar information;
- security camera recordings;
- photos and videos taken at camps and other events that we run or participate in, and recordings of webinars and podcasts;
- information collected via other systems you give us access to, including the LIC Database/MINDA, DIGAD, BreedIT and Farmer Trait; and
- information we are required to collect under our Constitution.

When do we collect personal information from you?

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We collect personal information from you when you interact with us, or we interact with you. The personal information we collect will depend on the nature and purpose of your interaction with us. We will generally collect your personal information when you:

- contact us, whether via our website, telephone, text message, email and/or post;
- attend our premises or other site we operate (including where security cameras are in operation);
- enquire about our goods and/or services;
- submit an application for a service we provide;
- purchase goods and/or services from us;
- submit an application for credit to us;
- agree to do business with us;
- apply for, hold or renew membership with us;
- visit any website we operate;
- participate in competitions, promotions and raffles which may be available from time to time;
- participate in webinars or podcasts;
- apply for or are nominated for an award or scholarship which may be available from time to time;
- sign up to our mailing lists;
- engage with our social media platforms;
- agree to volunteer for us;
- apply to attend, or attend, our camps or events, or other events we run or participate in;
- give us access to other systems, including the LIC Database/MINDA, DIGAD, BreedIT and Farmer Trait App;

By providing us with your personal information you are consenting to us collecting your personal information and using it in accordance with this Policy and applicable law.

Why do we collect your personal information?

We collect personal information where it is necessary to respond to your request, provide the goods or services you have requested, to develop our business and better understand your preferences or to otherwise manage your interaction with us. When we obtain your personal information, we will only use that personal information for the purpose for which it is collected, as set out in this Policy or as permitted by law. Generally, we will collect and use personal information from you for the following purposes:

- receiving and responding to your enquiries in relation to our goods and/or services or membership;
- receiving and processing your requests for us to provide goods and/or services to you, contacting you in relation to the goods and/or services you have requested, and providing those requested goods and/or services;
- to allow us to perform a contract we have with you or transaction we need to complete with you;
- to act on your requests;
- marketing our goods and/or services to you, including contacting you by phone, text message, post or email, or using social media;

- helping us to identify other goods and services that might be beneficial to you;
- for our general business processes, management and the improvement of our goods and/or services;
- allowing you to participate in competitions, promotions and raffles, and considering applications and nominations for awards, exchanges, and scholarships, which may be available from time to time;
- enforcing our agreements with you that relate to our goods and/or services;
- undertaking credit checks, trade reference checks and criminal record checks;
- health, safety and security purposes, including the operation of security cameras;
- for member updates, and our general marketing, promotional, advertising and training purposes;
- to publicise camps and other events we run or participate in;
- in relation to camps we operate, to ensure child protection policies are complied with, together with health, welfare and medical care purposes;
- for our usual operations as a society, including administering membership and complying with our Constitution;
- animal recording, registration, TOP/Classification, herd improvement and breeding purposes, including sharing information with LIC, CRV and other genetics companies; and
  for any other purpose for which the personal information was collected.

Do we collect personal information about you from third parties?

In most instances we will collect personal information directly from you. However, given the nature of the goods and/or services we provide, it will not always be possible to collect all personal information directly from you.

We will only collect personal information about you from third parties as set out in this Policy, where it is reasonably necessary in the circumstances, where we are obtaining such personal information from a publicly available source, or where you have provided your express or implied consent. Examples of where we collect personal information about you from third parties include:

- publicly available sources, such as the Companies Office;
- credit referencing and/or reporting agencies;
- your trade references or other referees;
- parents or guardians, in relation to children attending our camps or events;
- people who nominate you for an award, an exchange, or scholarship,
- people who nominate you for role within HFNZ, including board positions or the Young Breeders Development programme;
- the LIC Database/MINDA, DIGAD, BreedIT, Farmer Trait and other systems you give us access to;
- LIC, CRV and other genetics companies;
- regulators, government authorities, Courts or the Police; and

criminal record search providers.

Do we disclose your information to third parties?

In the course of using your personal information, we may disclose your personal information to third parties. We will only share personal information with third parties where we are permitted under this Policy, where you have specifically authorised us to do so or in accordance with our legal rights/obligations. For example, we may share your personal information with:

- other members and the public, in relation to our website, publicity, advertising, marketing, publications, exchanges, scholarships, prize/raffles and award material;
- third parties that help us deliver our goods and/or services;
- IT and data storage providers, including in relation to the LIC Database/MINDA, DIGAD, BreedIT and the Farmer Trait App;
- LIC, CRV and other genetics companies;
- security providers;
- payment providers;
- credit referencing and reporting agencies;
- debt collection agencies;
- any person or entity whom you have permitted us to disclose the information to;
- any third party reasonably contemplated in the "Why do we collect your personal information" section above;
- regulatory or government bodies such as the Police;
- in the case of camps we operate, medical providers if you require treatment, venue operators if reasonably necessary, including for accommodation or health and safety purposes;
- our branches, where we need to share membership information; and
- any person or entity whom we are permitted to disclose to under law.

Cookies

At times, cookies may be used to help us serve you better. A cookie is a small element of data sent by a website to your browser, which may then be stored on your device so we can recognise you when you return. You may set your browser to notify you when you receive a cookie and, if you wish, to reject it, or clear cookies by using your browser's options.

We may use cookies in connection with your use of our website. If you choose not to accept cookies from our website, you will still be able to view most content, however some features, such as logging in to the Members Area, may not work correctly.

We use Google Analytics to collect information about how visitors use our website, such as the pages visited and time spent on the site. This helps us improve the website, but we do not use this information to identify you personally. Our forms are protected by Google reCAPTCHA to prevent spam. Some pages also include content from other websites, such as maps or social media content, and these services may set their own cookies.

Direct Marketing

Where you register with us to receive marketing and communications via email, text message or by post your name and contact details will be added to our marketing database. Our email newsletters are sent using Mailchimp, which allows us to see whether an email has been opened and which links have been clicked. We use this information to improve our communications. You consent to receiving messages from us by email, text message or post. If you decide that you no longer wish to receive marketing material from us you can elect to unsubscribe by selecting the option in the email or by emailing us at info@nzhfa.org.nz, replying "STOP" to any text message or by contacting us directly by telephone or post.

Links to other websites

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Our website may contain links to other websites that we may believe to be useful and informative for you. However, please be aware that we do not endorse or recommend the content of these sites and are not responsible for the privacy practices of these websites. Please ensure you understand and read the privacy policy and terms of use of each site that you choose to visit.

How do we protect and store your information?

We are committed to keeping the personal information you provide to us safe against loss, unauthorised access, unauthorised modification and unauthorised disclosure. We will not retain your personal information for longer than necessary, longer than specified in our Constitution (if applicable) or longer than required by law.

We have implemented a variety of security measures in relation to the protection of personal information. We may use reasonable safeguards such as file encryption technology to secure the transmission of sensitive information from time to time.

Where we provide your information to third parties in accordance with this Policy, we will, where it is reasonable to do so, require that third party to protect your personal information. If a third party is located outside of New Zealand we shall ensure that such entities are subject to privacy protection that, overall, provides comparable safeguards to those in New Zealand.

What do we do if there is a breach of your privacy?

If we believe that there has been a privacy breach, then we will identify the breach and take reasonable steps to minimise any harm caused by the breach. Where it is reasonable for us to believe that a breach of privacy has caused serious harm, or is likely to do so, then we are required to notify the Privacy Commissioner and affected individuals as soon as practicable.

Where you believe that there has been a breach in relation to your privacy, then please contact us as soon as possible.

If you are not satisfied with the way we have dealt with or resolved your complaint then you can escalate this by contacting the Privacy Commissioner at any time:

Office of the New Zealand Privacy Commissioner
Website: www.privacy.org.nz
Phone: 0800 803 909
Email: enquiries@privacy.org.nz

What is your right to access your personal information?

You are entitled to ask whether we hold any personal information about you, access any personal information that we hold about you and to request the correction of any personal information held by us. We are required to respond within 20 working days.

If you wish to access or correct personal information held by us, then please contact our Privacy Officer as below.

Changes to our Privacy Policy

We reserve the right to change this Policy from time to time as we see appropriate. In the event we do amend this Policy, we will post the revised version on our website and use reasonable endeavours to draw your attention to the amended policy. The most recent version of this Policy will apply.

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How to get in touch with us

If you have a general privacy enquiry or complaint about a privacy breach then please contact our Privacy Officer at: cherilyn.watson@nzhfa.org.nz