

VMNZ Privacy Statement and Policy

We, meaning Valkyrie Media New Zealand Limited and its associated companies (“VMNZ”) value and prioritise the experience of the users of our website(s) and we also recognise the importance their personal information for them. We want to ensure you have a great user experience and feel comfortable about how we deal with any personal information we obtain about you. This is important to us and we are committed to complying with the Privacy Act 2020 and privacy standards within New Zealand.

Our Privacy Policy outlined below explains our approach to privacy and personal data. If having read the policy you have any questions please feel free to contact us by email.

What kinds of information does VMNZ collect?

VMNZ gather different kinds of information to tailor its website(s) content and display to improve user experience, grow our user base and inform our marketing and any product advertisement associated with our website(s). We will not collect personal information unless it is for a lawful purpose that is connected with one of our functions or activities, and having that information is reasonably necessary for that purpose.

The information we gather is diverse and includes the following:

1. **Personal information** provided by you when you:
 - interact with us by posting on our website(s) or providing comment, call us, email us or otherwise communicate with us;
 - link, connect, or log in to your account with a third-party service (e.g. Facebook);
 - use, purchase, subscribe or register to use our products or services or provide content (including information, photographs, links) to us for our use; and
 - agree to a background check by us; and
 - provide feedback or respond to surveys you participate in.
2. **Location information**
 - General Location information: eg. your physical or postal address or your device’s IP address;
 - More specific location information: eg precise location from your mobile GPS when you use certain features of our services. Your mobile device may allow you to control or disable the use of location services in your device’s settings menu.
3. **Additional information** about you that is publicly available (e.g. property information publically available at your local Council).
4. **Aggregated information** generated by our systems or third party systems we use. This information tracks traffic to and from our sites and is generally anonymised so does not relate to you personally. It may include the device,

applications or operating system you're using, your IP address, and your geo-demographic information).

5. **Other information** that does not personally identify you (eg. your gender, age, interests).

You can choose not to provide personal information to us but this may mean that some of our products or services will not be available to you or may not perform in the same way for you.

We will not collect information about any person that we know to be under the age of 13.

We will not collect special categories of personal information (eg. your race, political opinions, religion, health or sexual orientation) although you may choose to provide that to us or make it apparent to us in your interaction with us or our website(s).

Who does VMNZ share my information with?

We may need or choose to share or disclose your information with others, including to:

1. Companies partly or fully owned by VMNZ. If information is shared to these companies this privacy policy will apply subject to any amendments for the purpose of that company.
2. Third-party service providers who help us provide and manage our services (e.g. service functionality, customer service, billing and invoicing, research and analysis). We will provide them access to your personal information only as is reasonably necessary for them to provide their service to us. Your personal information will remain protected by this Privacy Policy except where there is a conflict with their Privacy Policy. In the case of a conflict their Privacy Policy will prevail.
3. Marketing providers, advertisers and business providers providing services to grow the user base of our website(s), to assist in audience profiling, to advertise their products or services on our website(s) or to provide content to our website(s). This information will be aggregated tracking information and information that does not personally identify you.
4. To third parties as follows; non-personal information such as hashed data, click stream information, browser type, and information about your interactions with advertisements which is generated through the use of cookies, beacons, and similar technologies and collected by third parties when you use our services. This information may be combined with other information collected from different websites or online services, and other linked or connected devices. These third parties may use such non-personal information to improve their own services and consistent with their own privacy policies. Please see our section on cookies below for more information.
5. To third parties when we believe in good faith that we are required to do so by law or to respond to a complaint by you or about you in respect of

content provided or produced by you for our website(s) or legal proceeding or matter that arises in connection with you and your use or provision of content for use on our website. This information may include personal information that identifies you.

6. To third parties where you have given your prior authorisation agreeing to the disclosure, which we will usually obtain at the time of collecting the information from you or when you later authorise us to share it. This information may include personal information that identifies you.

How might VMNZ use my information?

We use the information we collect to improve our services, to grow our user base, to undertake marketing, to advertise products and services by us or by others on our website(s) and to comply with our legal and/or business responsibilities and requirements.

Some examples of how your personal information may be used are:

1. Verification of your identity (including assisting you with forgotten login in and password details for our website(s) or access to our products and services).
2. Authorising and processing credit card transactions which you enter into online. Credit and debit card information is sensitive information and we do not collect it or store it. We use third party payment solution providers and only engage those that comply with strict industry standards and security processes.
3. Providing products and services (including related communications to you) requested by you.
4. Providing you information about other websites, products and services, which we consider may be of interest to you.
5. Identifying and prevent harm to us, you or others, including detecting fraud, spam, data security incidents, and other harmful activity.
6. Measuring and improving our advertising, marketing, promotional and publicity actions, including carrying out direct marketing, market research and surveys for ourselves or advertisers we allow to advertise on our website.
7. Selling advertising space on our website(s) including ensuring it is relevant to you and our users. Our services are funded by advertising and we use the information we collect to help explain our audience to our advertisers.
8. Any other uses that you authorise.

What happens if I interact with any of VMNZ's content providers, advertisers or partners?

Any information you provide when you interact with third parties that advertise, provide content or link to our website(s) will be subject to their Privacy Policy, not this one. We do not control they way they collect or use your information.

Some of our advertisers use third party companies to serve advertisements when you visit our sites. These companies may use information (not including your name, address, email address or telephone number) about your visits to our sites, including information gathered by cookies, in order to provide advertisements about goods and services of interest to you. We do not control the practices of these companies and they may not follow the same privacy policies as us.

We always recommend that you check any relevant privacy policies before providing your personal information to any third party.

How does VMNZ use Cookies and similar tracking technologies?

We use cookies (and other tools which perform similar functions, like beacons, and local storage) to gather and store information about your use of our services. These tools do not identify you directly but the information collected will be linked to a unique user identifier code that is assigned to you. This allows us to use the information collected by the tools to understand more about your viewing habits and interests, and helps us to deliver our services to you.

The information may be used to:

1. track traffic patterns to and from and across our website(s) eg. identifying the pages you visit, time you spend on each page, the date and time of your visit and referring pages).
2. Optimise advertising shown to you.
3. Enable you to use certain services without logging on or to access certain member-restricted areas of our website(s).
4. To assist online measurement companies and other service help us manage and optimise our digital businesses and communication eg. to assess our website(s) performance and advertising effectiveness.

To the extent a user notifies us they are based in the European Union, we do not use, collect or store tracking data for interest-based advertising purposes.

We may allow third-party companies to serve ads and use cookies or similar tools to collect certain information when you visit our websites. These companies may use non-personally identifiable information and precise geo location and user device identification (if you have provided your consent to us) during your visits to our sites in order to provide advertisements about goods and services likely to be of greater interest to you. To learn more about this interest based advertising practice or to opt-out of this type of advertising, you can visit networkadvertising.org. Third party companies may also use your non-personal information collected in this way in aggregated form or for statistical purposes.

Most browsers accept cookies automatically but you can choose to refuse cookies by turning them off in your browser and/or deleting them from your hard drive. You do not need to have cookies turned on to use our website(s), but you may need them for customisable areas of sites we may develop in the future. If your cookies are turned off we will not have any control over the frequency or display of certain ad formats. This could affect your browsing experience. Additionally you can

consider utilizing your browsers "Private Browsing" feature to prevent cookies being stored long term. Modern web browsers offer private browsing features such as "Incognito Mode" in Chrome or "Private Browsing" in Safari.

What ways can you control the personal information we collect from you?

If our intended collection, use or disclosure of your personal information is outside what we have set out in this Privacy Policy you can choose not to use our website(s), products or services. You may also unsubscribe from receiving messages from us following the unsubscribe instructions contained in the message.

If you want to cancel or modify any other account you have with us, please contact us by email.

How safe is my information?

We maintain industry standard security technology and where we use third parties to store data we take reasonable steps to ensure their security meets our standards. If you have any concerns about the safety of your information please email us.

How can I find out what personal information VMNZ holds and how can I update it or request deletion?

You can email us to find out what information we hold about you.

Under the Privacy Act 2020 you have the right to ask us for access to the personal information that we hold about you. You may also ask us to update or correct that information at any time and as often as necessary. If you want us to delete information about you or suspend your account we will do so but please note that we may need to retain certain information as required by law or for legitimate business purposes.

How long does VMNZ hold onto personal information?

We only keep your personal information for as long as reasonably required for the purposes we collected it or for any longer period we are required to hold it under law.

Can VMNZ make changes to this policy? How will I find out?

We reserve the right to make updates and changes this policy from time to time. If we do revise this privacy policy, we will notify by making site announcements or we will send an email notification to you if you have subscribed to our email list.