

## **Seniors New Zealand Privacy Policy - Your Privacy Explained Simply**

This Privacy Policy is part of our Terms of Use.

Welcome! Seniors New Zealand.co.nz (and related websites) is owned and run by Seniors New Zealand Ltd, a New Zealand company. This Privacy Policy explains how we collect, use, share, and handle your personal information ("Personal Data") when you use our website (which we call "Site"). By visiting the Site, you agree to how we handle your Personal Data as described here.

We might update this Privacy Policy sometimes to reflect changes in laws, how we collect and use your Personal Data, our Site features, or new technology. If we make big changes, we'll post them here and update the "effective date." So, please check this policy regularly. If you don't agree with any changes, please don't keep using the Site. If you use the Site after we've made changes, it means you agree to them.

### **What Information We Collect**

We collect Personal Data you give us when you use the Site. This might include your name, address, phone number, email address, facility name, location, number of beds, and other details for listing a restcare facility or retirement village.

We also collect information that doesn't identify you personally, but might be linked to your Personal Data. This includes your login name, computer's IP address, general location, operating system, nationality, password, and search preferences, as well as other general internet usage data.

To make sure we have lots of information about restcare and retirement facilities, we might initially get public information like physical addresses, phone numbers, and number of beds. Each facility can correct any information that isn't accurate.

### **How We Protect Your Personal Data**

To stop unauthorised access, we have reasonable physical, electronic, and organisational systems in place to protect your Personal Data from accidental destruction, loss, changes, or unauthorised sharing or access. If we offer credit card transactions, Seniors New Zealand will use a special third-party service to encrypt your credit card information during transfer. Seniors New Zealand never stores or has access to your credit card details.

### **How We Use Your Information**

We use your Personal Data and other information from the Site to:

- Register you and create your user account.
- Provide you with the products or services you ask for.
- Give you information about our products and services on our Site or other websites, and communicate with you as needed for these services.
- Create features that make the Site easier to use and improve your experience.
- Contact you if we need to verify information.

Sometimes, Seniors New Zealand might contact you for feedback on your Site experience, to help us improve the Site, send newsletters, or offer special savings or promotions if you've agreed to receive them. If you don't want to get notices of special savings or marketing messages, you can "unsubscribe" at any time by replying to us using the link in those notices. Confirmation emails for upgraded listings or guest review emails are not marketing messages; they are part of your upgrade or review process, and you will still receive them even if you opt out of marketing. Leaving a review is completely optional.

### **Sharing Your Personal Data**

Seniors New Zealand might share your Personal Data with other companies we hire to help us, like for web hosting, data analysis, marketing, handling credit card payments, and customer service. These companies must keep your Personal Data secure and confidential, and only use it as we instruct them.

Sometimes, we might also give you the option to request more information directly from a third party (like a facility) or to send you a promotional pack. If you use the Site to ask for information about a product or service, we might give your Personal Data to that Restcare facility, Retirement Village, or other involved third party. Except for sharing mentioned in this Privacy Policy or as required by law, and sharing your information to request more information from a facility, and sharing some Personal Data with selected partners for reporting and analysis only, we won't share your Personal Data with others without your permission.

However, we can share your Personal Data with our related companies and our not-for-profit aged care services, including their employees and our trusted agents and representatives who need to know or access this information to provide the service you asked for (including customer service) and for internal checks.

Seniors New Zealand might, as allowed by law, share Personal Data to protect ourselves from legal responsibility, respond to legal requests (like subpoenas or warrants), investigate fraud or other wrongdoing, or as otherwise required by law, to protect our interests, or to buyers if we sell all or part of our business. We might also, as allowed by law, share Personal Data to enforce our terms and conditions or to protect the rights, property, or safety of Seniors New Zealand, our users, or others.

In these situations, the person or company receiving your Personal Data might be in a country with different data protection rules than your home country.

### **Our Policy on Cookies and Page Tags**

By visiting our Site, you agree to us using cookies and tags. Our Site might use temporary ("session") and permanent ("persistent") cookies, as well as "page tags," to collect and store information about you.

- A **cookie** is a small piece of data sent from the Site to your computer and stored on your hard drive.
- A **page tag** is a piece of code that reads and writes cookie data. Both cookies and page tags might come from Seniors New Zealand or from other companies we work with.

Session cookies disappear when you close your browser. Persistent cookies stay on your device after you close your browser but can be deleted through your browser settings at any time. How we use these cookies and page tags can vary, and we explain more below.

### **How to Opt Out of Cookies**

If you want to stop your browser from accepting cookies, be told when a cookie is stored, or delete cookies, please change your internet browser settings (usually under "Help" or "Internet Options"). If you disable or delete cookies, you might not be able to use important features of this Site, and you'll have to re-enter your login details.

Also, opting out of a third-party cookie doesn't mean you won't see online advertising or be part of marketing analysis. It just means that the network you opted out of won't show you ads tailored to your web habits. If you clear all cookies, or use a different browser or device, you'll need to opt out again.

### **How We Use Cookies, Page Tags, and Data**

- **Seniors New Zealand Cookies:** We use a session cookie to keep you logged in during your visit. We may use persistent cookies to "personalise" the Site for you by remembering information about your visit and activities (like your chosen language or login details) so you don't have to re-enter them. We also use persistent cookies or page tags to analyse how you browse and visit the Site. This helps us improve the Site and our services, and tailor promotions (by email, on our Site, and other websites) to your interests. These cookies and page tags collect information about the pages you visited and your searches.
- **Third-Party Cookies and Page Tags:** Other advertising companies might place cookies or page tags on some pages you visit on the Site. These are designed to collect information that doesn't identify you personally, so they can understand your interests and searches when you visit our Site and show you ads tailored to those interests on our Site or other websites or mobile apps. This non-personally identifiable information might be shared with other third parties for managing and targeting ads and for market research. We might also share scrambled (unreadable) data with third-party advertising companies. These companies typically use scrambled device IDs to show custom ads based on your previous visits to the Site. So, these companies might show our ads on other websites or mobile apps.

- **Advertising:** Seniors New Zealand might use a combination of the above cookies and page tags to make your experience with our Site, mobile app, and ads more personal. We might use display and search remarketing to tailor ad content for a better experience. Where other advertising doesn't need cookies or page tags, third-party data is used to decide when a Seniors New Zealand ad will be shown. Seniors New Zealand makes reasonable efforts not to collect personally identifiable information for third-party advertising solutions, and to prevent its use, unless you have given permission. Seniors New Zealand might use outside tools to show ads on various websites. Seniors New Zealand does not support or endorse the goals, causes, or statements of the websites that display our advertisements.

### **How You Can Access or Change Your Personal Information**

If you want to update any Personal Data you've given us, or to access, correct, delete, or object to the processing of your Personal Data (as allowed by law), please log in OR contact us by emailing [info@Seniors New Zealand.co.nz](mailto:info@Seniors New Zealand.co.nz). To protect your privacy and security, we'll check your identity before giving you access or making changes. We'll respond to your request to access your Personal Data within a reasonable time. You can also object to your Personal Data being used for advertising and market research. If you want to contact the Seniors New Zealand Data Protection Officer or our customer service about privacy issues, you can email [info@Seniors New Zealand.co.nz](mailto:info@Seniors New Zealand.co.nz).