



## **Buzz Channel Privacy Policy**

April, 2016

## **The privacy of your customers is very important to Buzz Channel.**

This Privacy Policy discloses how Buzz Channel collects, protects, uses and shares Personal Information gathered about You and your customers.

Unless the context otherwise requires the capitalised definitions in this Privacy Policy are to have the same meaning as in the Service Terms of Use, which You should read together with this Privacy Policy.

By accessing the Buzz Channel Website and using the Service, You consent to the terms of this Privacy Policy and agree to be bound by it and our Service Terms of Use.

All Personal Information is collected in a fair and non-intrusive manner, with Your voluntary consent and the voluntary consent of any Customers whose Personal Information is provided by You to Buzz Channel. Buzz Channel respects Your privacy and that of your customers and other users of its Service that may choose to provide Personal Information. We recognise the need for appropriate protections and management of personal information that You provide to us.

The Service involves the storage of Data about a company or individual. That Data may include personal information. "Personal Information" is personal information about an identifiable individual. In this regard, Buzz Channel may collect Personal Information directly from You when You: (a) register to use the Service; (b) use the Service; (c) contact Buzz Channel; and (d) visit the Website.

In an effort to comply with the law, and our commitment to protect Your Personal Information, we provide the following, which discloses our policies that apply to our Service.

### **Collection of data**

Where the collection of Personal Information is necessary, You will be aware that such information is required because You will have to provide personal details when utilising or enquiring about our Service. The Personal Information that You submit is gathered only on a voluntary basis; You may choose not to provide Personal Information which may mean that You will be unable to access certain services.

Through Your use of the Service, Buzz Channel may also collect information from You about a third-party. If You provide Buzz Channel with Personal Information about a third-party, You must ensure that You are authorised to disclose such Personal Information to Buzz Channel and that, without Buzz Channel taking any further steps required by applicable data protection or privacy laws, Buzz Channel may collect, use and disclose such information for the purposes described in this Privacy Policy. You should take reasonable steps to ensure that the individual concerned is aware of and/or consents to the various matters detailed in this Privacy Policy, including the fact that their Personal Information is being collected, the purposes for which that information is being collected, the intended recipients of that information, the individual's right to obtain access to that information, Buzz Channel's identity, and how to contact Buzz Channel.

Where requested to do so by Buzz Channel, You must assist Buzz Channel with any requests by the individual to access or update the Personal Information that You have collected from them in relation to the Service.

### **Disclosure of data**

Buzz Channel will use the information received to provide Buzz Channel's Service and any related services that You may request. By using the Service, You consent to Your Personal Information being collected, held and used to provide the Service and any other use that You may authorize from time to time.

We do not sell Personal Information to third parties. Except as described in this Privacy Policy and our Service Terms of Use, Buzz Channel will not disclose or share Your Personal Information with a third party, unless You request or consent to such disclosure, or unless such disclosure is required or authorised by law. Buzz Channel reserves the right to disclose Personal Information to a third party if a law, regulation, search warrant, subpoena, or court order legally requires or authorises us to do so.

Any information collected by Buzz Channel will be treated confidentially.

Please remember that any information You reveal, including personally identifiable information in a public forum such as a discussion forum or a chat, is not subject to this Privacy Policy and can be seen by third parties unrelated to Buzz Channel. It is therefore important that You carefully consider what information you disclose in these areas. It is also Your responsibility to keep Your password to the Service safe. You should notify us as soon as possible if You become aware of any misuse of Your password, and immediately change Your password within the Service.

You acknowledge and agree that Buzz Channel may aggregate non-personally identifiable data about You or Your Customers. This data will in no way identify You or any other individual. You acknowledge and agree that Buzz Channel may use such aggregated non-personally identifiable data to: (a) assist Buzz Channel to better understand how its customers are using the Service; (b) provide Buzz Channel customers with further information regarding the uses and benefits of the Service; (c) enhance productivity and general 'know-how', including by creating insights from such aggregated data to develop industry benchmarking insight; and (e) to improve the Service.

You also acknowledge, agree and consent to Buzz Channel using data collected from You when using the Service to identify candidates for Buzz Channel's 'Customer Experience Improvement Awards'.

### **Cookies Internet Users**

In addition to Personal Information, we use data collection devices such as "cookies" on certain web pages to help analyse our web page flow and measure promotional effectiveness. Cookies are pieces of information a website sends to an individual's hard drive while they are viewing the website. Cookies allow the Website to remember important information that will make Your visit to the site more useful. We use cookies to help improve Your future visits. If You do not wish to receive a cookie or if You wish to set Your browser to warn You each time a cookie is being sent, or if You wish to turn off all cookies, use the options on Your browser to assist You. The Help option on Your browser may assist You in changing Your cookie preferences.

### **Links to other web sites and third-party applications**

This Privacy Policy applies to the collection of Personal Information by Buzz Channel associated with the provision of its services to You. The Buzz Channel website ([www.buzzchannel.co.nz](http://www.buzzchannel.co.nz)) may contain links to third party web sites for Your convenience and information. Buzz Channel does not control those sites or their privacy practices. We do not endorse or make any representations about third party web sites. The personal data You choose to give to unrelated third parties is not covered by this Privacy Policy. We encourage You to review the privacy policy of any company or web site before submitting Your Personal Information. Some third parties may choose to share their personal data with Buzz Channel; that sharing is governed by that third party's privacy policy.

The Service may allow You to transfer Data, including Your Personal Information, electronically to and from third-party applications. Buzz Channel has no control over, and takes no responsibility for, the privacy practices or content of these applications.

### **Our Use of Your Information**

We use Your Personal Information so that we can provide You with the Service and any related services You may request. We have tailored this Privacy Policy to adequately inform You of the use of Your Personal Information.

By providing Your Personal Information to Buzz Channel, You agree that Buzz Channel may use such information to contact You for the future marketing of Buzz Channel services, unless otherwise advised by You.

### **Storage, Retention and Accuracy of Personal Information**

Buzz Channel currently holds Your and Your Customers Personal Information on servers located in New Zealand, Australia and Singapore. If the location of our servers changes in the future, we will update this Privacy Policy. You should review our Privacy Policy regularly to keep informed of any updates.

All Data, including personal and non-personal information, that is entered into the Service by You, or automatically imported on Your instruction, is transferred to Buzz Channel's servers as a function of

transmission across the Internet. By using the Service, You consent to Your Personal Information being transferred to our servers as set out in this Privacy Policy. The server host's role is limited to providing a hosting and storage server to Buzz Channel. If You do not want Your Personal Information to be transferred to a server located in these locations You should not provide Buzz Channel with Your Personal Information or use the Service.

Buzz Channel ensures that Personal Information is safeguarded against loss, access, use, modification, disclosure or other misuse. All reasonable steps are taken to prevent unauthorised use or disclosure of Your Personal Information. However, we cannot give an absolute assurance that Your information will be secure at all times given the nature of information shared over the internet. We will advise You as soon as reasonably possible upon discovering a security breach where there has been unauthorized access to Your Personal Information or if it has been lost.

Buzz Channel will retain Your Personal Information only for as long as necessary to fulfill the purpose(s) for which it was collected and to comply with applicable laws and Your consent to such purpose(s) remains valid after termination of our relationship with You.

Buzz Channel takes all reasonable steps to ensure that Your Personal Information is accurate, up-to-date, complete, relevant and not misleading.

### **Contact Information**

You may contact us to access, or request correction or deletion of Your Personal Information. However, if You have any complaints or any questions relating to this Privacy Policy, please do not hesitate to contact us.

### **Changes to our Privacy Policy**

We reserve the right to modify this Privacy Policy at any time; the changes will always be updated and posted on our website, so please review it frequently. If we make material changes to this policy, we will notify You in this Privacy Policy, by email, or by means of a notice on our home page. Your continued use of the Service will be deemed acceptance of any amended version of this Privacy Policy.