

Dubzz Digital Marketing Privacy Policy

Dubzz Digital Marketing is committed to protecting your privacy. We have robust systems in place to provide you with services and information tailored to your individual needs while complying with our obligations under the Privacy Act 2020 (**Privacy Act**).

The Services are intended for use by people located in New Zealand and Australia, and are not intended for use by anyone located outside of New Zealand and Australia.

References to “Dubzz Digital Marketing”, “we” or “us” in this Privacy Policy means Dubzz Limited.

References to the “Services” in this Privacy Policy refers to services offered by Dubzz Limited to it’s customers and potential customers. These services include, but are not limited to, online marketing services, and website hosting and development services.

We may change this Privacy Policy from time to time and we will tell you about a change in the Privacy Policy by updating the “last updated” date on our website. Unless otherwise stated, any changes to the Privacy Policy will take effect immediately upon being placed on the website and your continued use of the Services will represent an agreement by you to be bound by the Privacy Policy as amended.

1. APPLICATION OF THIS PRIVACY POLICY

This Privacy Policy applies to any personal information that we collect when you interact with us, including when you:

- visit Dubzz Digital Marketing office;
- use any of Dubzz Digital Marketing’s websites including, but not limited to, dubzz.co.nz
- register to receive regular marketing communications; and/or
- access any other services we provide now or in the future.

In the event of any inconsistency between this Privacy Policy and other policies or terms and conditions that may apply to your use of any of the Services, the terms of this Privacy Policy will prevail.

2. COLLECTION OF PERSONAL INFORMATION AND YOUR PRIVACY

From time to time, we may collect or request personal information from you in the course of providing you, or by you accessing and using, the Services. Personal information is any information about you that identifies you, or by which your identity can reasonably be ascertained.

Providing information is optional. If you choose not to provide some information, then we'll be unable to provide some services.

3. WHAT INFORMATION MIGHT WE COLLECT?

The type of personal information we may collect when you access and use the Services includes your name, company name, company number, postal and delivery address, email address, phone number, and any other information that we request.

In addition, in the course of using some of the Services, we may collect various other information from you, including government issued ID, certificate of incorporation,), IP address data, order information (e.g. your preferences, purchases and other relevant history) and other information that we request.

You may register with Dubzz Digital Marketing to receive regular marketing communications from us. If you choose to register to receive regular marketing communications or to use any of the Services, you will need to provide us with certain personal information to create an account, which may include your name, , email address, and other requested information.

If you do not provide us with some of this information then you may not be able to access some or all of the Services, including the marketing communications available after registration.

From time to time we may also collect from you in the course of providing you, or by you using and using, the Services, information that is not personal information at the time of collection (**Non-identifiable Information**), for example payment card information, demographic information, mobile location data. However, by choosing to register to use any of the Services, you agree that we may combine the Non-identifiable Information with your personal information that we collect, or that is otherwise held by Dubzz, its partners or service providers, in a manner that will change the nature of the Non-identifiable Information such that it becomes personal information. You agree that we may use this Non-identifiable Information in accordance with this Privacy Policy.

4. WHY DO WE COLLECT PERSONAL INFORMATION?

We collect personal information in order to provide you with, and allow you to access and use, the Services.

By accessing and using the Services, or by registering to receive marketing communications, you agree that we may collect, store and use any of your personal information including to do any of the following:

- To assist in providing the Services that you request, including to contact you about your use of the Services, and process and deliver any work requests through the Services.
- To allow you to participate in competitions and promotions which may be available to Dubzz Digital Marketing's customers from time to time;
- To take actions required to keep your information secure;
- To enhance your overall experience of the Services;
- To provide or send you targeted marketing (or allow a third party to provide you) via email, online (including social media) or physical mail, with details of special offers, and information

about products or services offered by Dubzz Digital Marketing, or other third party providers, or other information that may be of interest to you, your family or household;

- To undertake data analytics, insights or data mining (including the anonymisation or aggregation of your personal information with other data to identify patterns and trends, and use the full benefit of that analysis);
- To build a view of you as a customer by collating all personal information that Dubzz Digital Marketing, and our partners and service providers, hold about you, including collected via any managed platforms or services, in a single profile, so that we can analyse and improve your experience and the services provided to you by Dubzz Digital Marketing;
- To conduct research related to your use of the Services;
- Such other purpose we make known to you at the time of collection.

In doing so, your personal information may be combined with other personal information held by Dubzz, our partners and service providers.

Where possible, Dubzz Digital Marketing will collect your personal information directly from you.

5. DO WE DISCLOSE PERSONAL INFORMATION TO ANYONE ELSE?

In providing you with, or by you accessing and using, the Services, including where you register for an account to use the Services, we may need to disclose your personal information to others. By using one or all of the Services you agree that we may disclose your personal information for any of the purposes listed in the above section to:

- a Dubzz entity and its staff;
- a third party outside of Dubzz Digital Marketing who is contracted to us to provide a particular service to you on our behalf (for example, Meta, Google, WordPress);
- a third party outside of Dubzz Digital Marketing who is contracted to us to provide a particular service to us (for example, Xero, Acello, Stripe, Cloudways);
- to our appointed payment provider to process your payments for purchases; and
- third parties when we believe in good faith that we are required to do so by law.

You consent to the disclosure of your personal information to the parties listed above.

6. COOKIES AND TRACKING

When you access Dubzz Digital Marketing's websites and/or social media pages we may use cookies to track your use so that we can provide you with the best possible experience. A cookie is a small piece of data that a website sends to your browser that may be stored on your system. Some information/services may be unavailable if you chose to disable your browser from accepting cookies.

We may use the information generated by cookies to:

- track traffic patterns to and from the relevant website;
- ensure any content (which may include any advertising) is being shown to the most appropriate person; and
- enable us to serve targeted advertising to you (on our Site and elsewhere).

By using the Services you consent to the storing and accessing of cookies or other information on your device in connection with your use of the Site.

7. ANALYSIS TOOLS

We use various web and/or email analytics tools to collect information about your activity on our website. The information we collect through the use of such analytics tools may be information about you (e.g. products, services, or specials that you engage with on the relevant website) or anonymous information (e.g. the number of visitors per day or the average amount of time spent on the website). By accessing and using our website, you consent to our use of such analytics tools to collect information about your access and use of the site.

8. DIRECT MARKETING AND CONSENT TO RECEIVING MESSAGES

When you register to receive marketing communications from us, your name and contact details will be added to our Dubzz Digital Marketing database, and you consent to receiving messages from us by email.

All commercial electronic messages from us will contain an unsubscribe function if you no longer want to receive commercial electronic messages from us. You can unsubscribe from receiving emails from Dubzz Digital Marketing at any time by clicking the link in any email you receive from us through to your account and changing your account preferences, by unsubscribing from an email itself, or by contacting the specified Dubzz Digital Marketing email address (if applicable). We will endeavour to update your account preferences as soon as possible. If you unsubscribe or cancel your registration, we may not be able to provide you with all or some of the Services.

9. SECURITY OF PERSONAL INFORMATION

Security of personal information is very important to us and we will take all reasonable steps to protect your personal information from misuse, loss, unauthorised access, modification or disclosure. However, you acknowledge that security of the transmission of data over the internet can never be guaranteed, and it is your sole responsibility to protect access to any emails you receive from us. To the maximum extent permitted by law, Dubzz will not be liable for any direct or indirect damage or loss if any third party gains unauthorised access to your information.

10. ACCESSING, CORRECTING AND UPDATING PERSONAL INFORMATION

Your personal information will be held by Dubzz Limited at 1304 Ranolf Street, Rotorua, 3010, or by one or more of our trusted data service providers. Under the Privacy Act you have the right to access your personal information that we hold, and to have that information corrected and/or updated. To access, correct or update information we hold about you please contact our customer support on 07 346 2760 or info@dubzz.co.nz. We will rely on the information that you have provided us so please ensure that information is accurate and kept up-to-date.

If you find that the information we hold about you is incorrect, please contact us immediately and we will correct it. Our contact details are above.

Last updated: 11 May 2024