

# Privacy Policy

At Leedsafe Limited and all its subsidiaries (**we, us, our, Leedsafe**), are fully committed to complying with the Privacy Act 2020 (**Privacy Act**) and respecting your privacy. This privacy policy outlines how your personal information is collected, stored, used, and disclosed by Leedsafe. This policy also applies to Leedsafe's website, [www.leedsafe.co.nz](http://www.leedsafe.co.nz) (**Website**).

## COLLECTION OF PERSONAL INFORMATION

Personal information is information that identifies you or from which you may reasonably be identified. The types of personal information that Leedsafe may collect about you includes:

- name, gender, date of birth, age, and garment/PPE size or preferences.
- information used to verify your identity such as your signature and driver licence number.
- contact details including your personal or business address, telephone number, email address and fax number.
- details about your purchases and orders from us and your product and service preferences.
- employer or business details.
- financial information, including bank and cheque account details, credit card details and information about your credit history.
- digital information collected from cookies, pixels, software versions, device identifiers (such as your IP address) and location data (if not disabled) which may be used to identify you when combined with other information.
- images from video surveillance and other cameras in our showrooms; and
- details about your employment history and educational qualifications if you apply for employment with us.

We will, wherever possible, collect your personal information directly from you. For example, we may request or collect personal information from you when you:

- purchase or order products.
- visit or access our website, social media pages and other digital applications or subscribe to our mailing list.
- supply or provide your products and services to Leedsafe.
- visit our showrooms or contact us for further information about our products and services, to make a complaint, provide feedback or to seek a refund.
- participate in surveys and other types of research.
- enter a promotion or contest hosted by Leedsafe.
- subscribe to our mailing list.
- register your details on our website.
- ask for a quote to be prepared.

In some circumstances, if you do not supply your personal information, we may not be able to provide our products and services.

We may also collect your personal information from publicly available sources, persons authorised to act on your behalf or provide your personal information to us, credit reporting bodies and other credit providers (where you apply for a credit account with us) and any persons you nominate if you submit an employment application to us.

## COOKIES AND OTHER WEBSITE ANALYTICS

A cookie is a small element of data that our Website may send to your computer. Any such cookie is typically stored on your computer's hard drive and permits our Website to recognise you when you return.

Our Website may use cookies and other analytics to collect aggregate statistical information about website user numbers, locations, and trends, as well as to collect information about how you interact with our Website and to provide a more customised service and experience and for marketing activities.

You may refuse cookies by changing your browser settings.

The website analytics data may be provided to reputable third parties.

## HOW WE USE YOUR INFORMATION

Leedsafe uses your information to better understand your needs and provide you with better service. Specifically, Leedsafe may (and may authorise its third party service providers) to use your personal information:

- to complete a transaction including to deliver products to you.
- to deal with your queries or customer service issues promptly.
- to keep you up to date with products, services, events, or promotions we think would be of particular interest through a variety of channels.
- for planning, product development or research purposes.
- for ease of reordering and purchasing through our website.
- for any other purpose which you may authorise, or which is permitted under the Privacy Act.

## DISCLOSURE OF PERSONAL INFORMATION

We will only disclose your personal information to third parties in circumstances where:

- we have your consent to share the information; or
- we need to share your information in order to provide the product or service you have requested; or
- we need to send your information to service providers that are contracted by Leedsafe e.g. mailing houses, IT service providers, service providers (e.g. assemblers, repairers), web developers, marketing agencies, finance companies; or
- we are required or authorised by law to disclose the information; or
- the disclosure is otherwise permitted under the Privacy Act.

We do not disclose your information to overseas recipients unless we are satisfied that your personal information will be protected by safeguards comparable to those in the Privacy Act.

## SECURITY AND STORAGE

Leedsafe is committed to ensuring the security of your personal information and we take all reasonable precautions to protect your personal information from loss and unauthorised access, use, modification and disclosure and other misuse.

If a sufficiently serious privacy breach occurs, we may be required to notify you (if you are an affected individual) and the Privacy Commissioner about that breach (where the breach is "notifiable" under the Privacy Act).

If it is not clear whether a suspected data breach is notifiable, we will investigate and assess the breach to determine whether (among other things) we must give notice of the breach.

We will retain your personal information only for as long as necessary to fulfil the purposes for which it was collected and to comply with applicable laws.

## EMAIL AND TEXT COMMUNICATIONS

By contacting us in relation to our products and services or otherwise providing your email address and/or mobile number, you consent to receiving emails and/or text communications which promote and market our products and services, or the products and services of others.

You may unsubscribe from our email and/or text communications at any time by following the "Unsubscribe" link in any promotional or marketing communication. Once you have unsubscribed, from the email and/or text communications we will remove you from the corresponding marketing list as soon as reasonably practicable.

## ACCESS AND CORRECTION

You can have access to the personal information we hold about you. Should you wish to access this information, please contact our Privacy Officer by emailing us at [privacy@leedsafe.co.nz](mailto:privacy@leedsafe.co.nz).

Our goal is to ensure that your personal information is accurate, complete, and up to date. To assist us with this, please contact our Privacy Officer if any of the details you have provided change.

Further, if you believe that the information, we have about you is not accurate, contact us and we will use all reasonable efforts to correct the information. No fee applies to the correction or access of your personal information.



## THIRD-PARTY WEB SITES

Links to third party web sites on [www.leedsafe.co.nz](http://www.leedsafe.co.nz) are provided solely as a convenience to you. If you use these links, you will leave Leedsafe's site. Leedsafe is not responsible for any of these sites, their content, or their privacy practices.

## CHANGES TO THIS STATEMENT

Leedsafe may make changes to this Privacy Policy from time to time by posting an updated version on our Website. This document represents our privacy policy at 31 March 2021.

## FEEDBACK

Leedsafe welcomes your questions and comments about our privacy policy and practices. Please email our Privacy Officer at [privacy@leedsafe.co.nz](mailto:privacy@leedsafe.co.nz).

If we do not address your concerns or resolve a request to your satisfaction, you may make a complaint with the [Office of the Privacy Commissioner](#).