



## DOVETAIL PRIVACY POLICY

### 1. INTRODUCTION

Dovetail Digital Pty Limited and Dovetail Digital Limited (we, us, our) respects your right to privacy and is committed to safeguarding the privacy of our clients and website visitors. We adhere to the Australian Privacy Principles contained in the Australian Privacy Act 1988 (Cth), the New Zealand Privacy Act 2020 and the General Data Protection Regulation of the European Union (GDPR) when dealing with personal information.

Personal information is information about an identifiable individual (a natural person), and includes personal data, personally identifiable information and equivalent information under applicable privacy and data protection laws.

This policy does not limit or exclude any of your rights under the Australian Privacy Act 1988 (Cth), the Zealand Privacy Act 1993 or the GDPR. For further information on the Australian Privacy Act 1988 and the Australian Privacy Principles, see <https://www.oaic.gov.au/privacy-law/privacy-act/>. For further information of the New Zealand Privacy Act see [www.privacy.org.nz/](http://www.privacy.org.nz/). For further information on the GDPR, see [https://ec.europa.eu/info/law/law-topic/data-protection\\_en](https://ec.europa.eu/info/law/law-topic/data-protection_en).

This policy was drafted with brevity and clarity in mind. It does not provide exhaustive detail of all aspects of our collection and use of personal information. We are happy to provide any additional information or explanation needed. Any request for further information should be sent to [privacy@dovetailstudios.com](mailto:privacy@dovetailstudios.com).

### 2. CHANGES TO THIS POLICY

We may change this policy by uploading a revised policy onto our website. The change will apply from the date that we upload the revised policy. Please check back in from time to time to review our Privacy Policy.

**This policy was last updated on 22 April 2021.**

### 3. WHEN DOES THIS PRIVACY POLICY APPLY

This policy sets out how we will collect, use, disclose and protect your personal information when you visit and use our website and any related service, through any contact with us (e.g. telephone call or email), when you purchase or use our products and services from us, or when you otherwise deal with us.

### 4. WHAT PERSONAL INFORMATION DO WE COLLECT

#### ***Directly from you***

We collect the following information directly from you: when you fill in a contact or enquiry form on our website, call us, meet us in person or otherwise contact us, we collect your name, email address, phone number and any other information you choose to provide to us.

Some of the personal information that we collect directly from you may be mandatory and some may be optional. We will let you know which of these applies at the time we collect the relevant personal information. While you do not have to provide us with some of the information that we may request,



this might mean that our products and services may not perform as well as they should, or that we may not be able to provide some parts of the website or all of our products or services to you. If you require further information about the consequences of not providing us with any information, please contact us at [privacy@dovetailstudios.com](mailto:privacy@dovetailstudios.com).

#### ***Automatically when you use our website***

When you access and use our website or related services we may automatically collect information about your device and usage of our website, products and services, including your IP address, operating system, browser type, time spent on certain pages of the website, pages visited and links clicked. This information is used in an aggregated manner to analyse how people use our site, so that we can improve our services.

#### ***From our clients and other third parties***

We may also receive personal information about you from third parties, such as our clients where you have authorised this or where the information is publicly available. If we do, we will protect it as set out in this Privacy Policy.

## **5. HOW WE USE YOUR PERSONAL INFORMATION**

We may use your personal information to:

- (a) verify your identity;
- (b) provide services and products to you;
- (c) market our products and services to you, including contacting you electronically (e.g. by text or email for this purpose) via the telephone or by mail;
- (d) improve the services and products that we provide to you;
- (e) bill you and to collect money that you owe us, including authorising and processing credit card transactions;
- (f) respond to communications from you, including a complaint;
- (g) protect and/or enforce our legal rights and interests, including defending any claim; or
- (h) for any other purpose authorised by you or by applicable law.

We may transfer your information in the case of a sale, merger, consolidation, liquidation, reorganisation or acquisition.

## **6. DISCLOSING YOUR PERSONAL INFORMATION**

We may disclose your personal information to:

- (a) another company within our group;
- (b) any business that supports our services and products, including any person that hosts or maintains any underlying IT system or data centre that we use to provide the website or other services and products;
- (c) a credit reference agency for the purpose of credit checking you;
- (d) a person who can require us to supply your personal information (e.g. a regulatory authority);
- (e) any other person authorised by applicable law (e.g. a law enforcement agency);
- (f) any other company in the case of a sale, merger, consolidation, liquidation, reorganisation or acquisition;
- (g) any third party to protect the copyright, trademarks, legal rights, property or safety of Dovetail Digital Pty Ltd., Dovetail Digital Ltd., [www.dovetailstudios.com](http://www.dovetailstudios.com), its customers or third parties;
- (h) any other person authorised by you.

Where we disclose your personal information to third parties, we will request that the third party follow this Policy regarding handling your personal information.

A business that supports our services and products may be located outside New Zealand and Australia. This may mean your personal information is held and processed outside New Zealand and Australia.



## **7. PROTECTING YOUR PERSONAL INFORMATION**

We will take reasonable steps to keep your personal information safe from loss, unauthorised activity or other misuse. We implement appropriate technical and organisational measures to ensure a level of security appropriate to the risks inherent in processing personal information. This includes suitable physical, electronic and managerial procedures to safeguard and secure information and protect it from misuse, interference, loss and unauthorised access, modification and disclosure.

The transmission and exchange of information is carried out at your own risk. We cannot guarantee the security of any information that you transmit to us, or receive from us. Although we take measures to safeguard against unauthorised disclosures of information, we cannot assure you that personal information that we collect will not be disclosed in a manner that is inconsistent with this Privacy Policy.

You play an important role in keeping your personal information secure by maintaining the confidentiality of any password and accounts used in relation to our products and services. You should not disclose your user names and passwords to third parties. Please notify us immediately if there is any unauthorised use of your account or any other breach of security.

## **8. ACCESSING AND CORRECTING YOUR PERSONAL INFORMATION**

Subject to certain grounds for refusal under applicable law, you have the right to access your readily retrievable personal information that we hold and to request a correction to your personal information. Before you exercise this right, we will need evidence to confirm that you are the individual to whom the personal information relates.

Where you request a correction, if we think the correction is reasonable and we are reasonably able to change the personal information, we will make the correction. If we do not make the correction, we will take reasonable steps to note on the personal information that you requested the correction.

If you want to exercise either of the above rights, email us at [privacy@dovetailstudios.com](mailto:privacy@dovetailstudios.com). Your email should provide evidence of who you are and set out the details of your request (e.g. the personal information to be corrected and the correction that you are requesting).

Subject to applicable law, we may charge you an administration fee for providing to you copies of your personal information or correcting that information.

## **9. INTERNET USE**

While we take reasonable steps to maintain secure internet connections, if you provide us with personal information over the internet, the provision of that information is at your own risk.

If you follow a link on our website to another site, the owner of that site will have its own privacy policy relating to your personal information. We suggest you review that site's privacy policy before you provide personal information.

We use cookies (an alphanumeric identifier that we transfer to your computer's hard drive so that we can recognise your browser) to monitor your use of the website. You may disable cookies by changing the settings on your browser, although this may mean that you cannot use all of the features of the website too.

## **10. DATA RETENTION POLICY**

The personal information that we collect and use will not be kept longer than necessary for the purposes for which it is collected, or for the duration required for compliance with applicable law, whichever is longer.

## **11. CONTACTING US AND COMPLAINTS**



If you have any questions or complaints about this privacy policy, or our privacy practices, or if you would like to request access to, or correction of, your personal information, you can contact us at [privacy@dovetailstudios.com](mailto:privacy@dovetailstudios.com). We take all complaints very seriously and will respond shortly after receiving written notice of any complaint.

