

Small & Friendly LTD

We Freight Through out New Zealand

Privacy Policy

Small and friendly Limited has this Privacy Policy in order to demonstrate our commitment to protecting your privacy. We recognise that your personal information is confidential and that it is important for you to know how we handle, gather, store and use your personal information. Using our website, mobile site, apps or participating in our database and promotions, you acknowledge that your personal information will be treated in accordance with the details of this Privacy Policy.

1. WHAT IS CONSIDERED PERSONAL INFORMATION?

Within this policy, "Personal Information" means the same as it does within the Privacy Act 1993. In general terms, this includes any information that can be used to personally identify you. This may include (but is not limited to) your name, age, gender, address, contact details (including phone numbers and email addresses) and possibly financial information, including your payment information. If the information we collect personally identifies you, or you are reasonably identifiable from it, then the information is considered personal information.

2. WHAT PERSONAL INFORMATION DO WE COLLECT AND HOLD?

We may collect the following types of personal information:

Name

Mailing or street address

Email address

Telephone number

Age or birth date

Profession, occupation or job title

Details of the products and services you have purchased from us or which you have enquired about, together with any additional information necessary to deliver those products and services and to respond to your enquiries

Any additional information relating to you that you provide to us directly through our websites or indirectly through use of our website or online presence through our representatives or otherwise; and information you provide to us through our customer contact centre or customer surveys, or that is publically available
Your personal information will be held by Small and Friendly Limited, Unit 46/518 Buckland Road, Pukekohe, Auckland.

3. WHY DO WE COLLECT PERSONAL INFORMATION?

The primary purpose for which we collect information about you is to enable us to perform our business activities, and to provide the best possible quality of customer service. Any information that we collect will not be used in ways that you have not consented to. Your personal information will not be shared, sold, rented or disclosed other than as described within this Privacy Policy, or as permitted by the Privacy Act.

Small and Friendly Limited collects, holds, uses and discloses your personal information for the following purposes:

- To provide products and services to you
- To provide you with information or advice about existing and new products and services
- To communicate with you and process your requests
- To manage and enhance our products and services
- To personalise and customise your experience
- To provide you with access to secure areas of our websites
- To conduct competitions or promotions on behalf of Small and Friendly Limited and selected third parties
- To verify your identity
- To provide to third parties if you have authorised us to do so
- To conduct analysis across Small and Friendly Limited. By 'Small and Friendly Limited, we mean us and companies related to us, such as companies that trade under the brands Small and Friendly Limited.
- To investigate if we have reason to suspect a breach of any of our terms and conditions or any suspected unlawful activity; and/or as required or permitted by any law (including the Privacy Act).

4. WHAT HAPPENS IF WE ARE NOT ABLE TO COLLECT PERSONAL INFORMATION?

If you choose not to provide us with the personal information described within this policy, then:
We may not be able to provide you with the product or services you have requested, either to the same standard or at all
We may not be able to provide you with information about products or services that you may want, including information about discounts, sales or special promotions
We may not be able to tailor our content, website and communications for your preferences.

5. HOW DO WE COLLECT PERSONAL INFORMATION?

We do this in a variety of ways, including through:
Your access and use of our website, apps and communications, including your registration details and information relating to your use of the website and the services, such as the content you access (for example, the products you have viewed, or the search queries you input)
Your conversations or email or interaction, between you and our Customer Service Representatives, whether online or at our holding facilities.
Your completion of an application for a product purchase or service purchase.
You agree that we may also collect personal information from third parties, including:
Third party companies such as credit reporting agencies, law enforcement agencies, and other government entities
Advertisers
Mailing lists
Contractors and business partners

6. HOW DO WE USE COOKIES?

A "cookie" is a small text file that is placed on a device when it is browsing a website to enable the host of the website to store information about use of the website by that device. Small and Friendly Limited uses cookies and similar technologies for the following key purposes:
To recognise your computer or device and greet you each time you visit our website, without bothering you with a request to register or log-in
To keep track of products or services you view, so that we can send you news about those products or services
To measure traffic patterns, to determine which areas of our websites have been visited, and to measure transaction patterns in the aggregate

To operate our websites efficiently with a high level of functionality

To measure the effectiveness of our marketing initiatives

To learn about customer preferences so that we can present customers with web content and advertising that is relevant to them

To measure the number of advertising referrals we have received to our websites from other websites

To produce data on web traffic and customer web activity through our website.

While we use cookies to improve our customers' on-line experience, if you do not wish to allow cookies then you can choose to disable cookies (for all sites) from within your browser settings.

7. WHAT MAY WE DO WITH YOUR PERSONAL INFORMATION?

We may use the information we collect to help us to provide products and services to you, to verify your identity, and to occasionally notify you about important functionality changes to our website.

We may send you marketing communications and information about products and services that we consider may be of interest to you. These communications may be sent in various forms, including but not limited to, mail, SMS or email, in accordance with applicable marketing laws.

If at any stage you no longer wish to receive these notifications you may opt-out of receiving marketing communications from us by using the opt-out facilities provided (e.g. an unsubscribe link in a promotional email) or contacting us via our online form or 021 175 7832.

If you receive communications from us that you believe have been sent to you other than in accordance with this policy, or in breach of any law, please contact us.

We do not provide your personal information to other organisations for the purposes of direct marketing unless expressly authorised by you.

Personal Information is information about an identifiable individual, as defined by the Privacy Act 1993.

We may also share your information with other companies for the purpose of analysis. Your information will only be used as described within their Privacy Policy, or as permitted by the Privacy Act.

8. DO WE USE PERSONAL INFORMATION FOR MARKETING?

We use personal information to provide you with information or advice about our existing and new products and services. We also use it to conduct promotions on behalf of Small and Friendly Limited and selected third parties. We will not collect usage data or target advertisements based on the following market segments:

Political opinions

Membership of a political association

Religious beliefs or affiliations

Philosophical beliefs

Membership of a trade union

Sexual preferences or practice

Criminal record

Health information.

We will not create categories designed to target children under the age of 18 years (however, this does not prevent us from marketing children's products to a general audience).

Third party advertisers may purchase advertising products from us that enable them to target particular types of users of our network, for advertisements served both on our network and also on third party websites. We do not permit advertisers to use any usage data obtained from our network to target advertisements or content to users off our network.

We will not provide any personal information to an advertiser or any other third party without your express consent or in accordance with our Privacy Policy. We follow industry "best practice" for the storage of anonymous usage data using reasonable safeguards to protect information held by us.