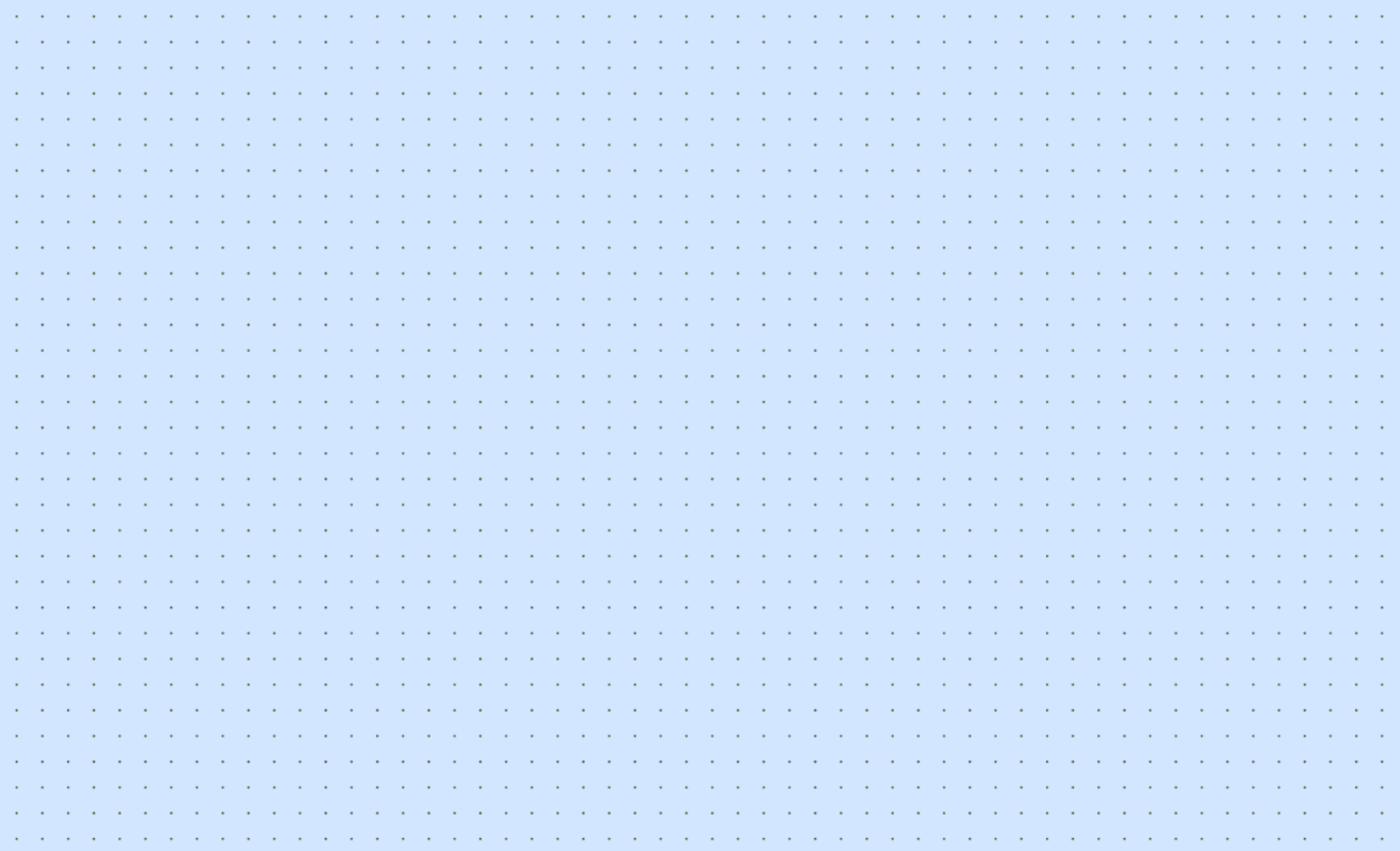


Privacy Statement

Dot Loves Data • April 2024

Public



Overview

When you love something, you make sure you look after it. We love data, and this privacy statement explains how Dot Loves Data looks after data that is personal information – that is, information about identifiable individuals.

It explains what personal information we collect, why we need it, how we'll use it and who we might share it with. It also explains how we protect personal information and what an individual's rights are to access or correct any personal information we hold about them.

We may update this privacy statement from time to time, to reflect changes to privacy law or our operations. This privacy statement was last updated in April 2024.

Privacy Statement

What personal information we collect, and what we do with it

To create and improve our products and deliver our data services we collect a broad range of data from third party sources, including publicly available data sets. This data has been carefully de-identified and/or aggregated so that it does not contain any identifiable personal information. We also have robust technical and legal processes and controls in place to make sure it stays this way when used in our products or shared with our clients.

We do collect some personal information however – about our clients and the licensed users of our products, and also sometimes about our client's customers:

Information we collect about our clients and the users of our products

We collect the names and work contact details of individuals who are, or work for, our clients. We use this information to manage our client relationships, including to administer accounts, communicate with clients (including for marketing purposes), and for billing.

We also collect information about how licensed users use our products (such as when they log in and out and what pages they visit). We use this personal information to administer our licences, as well as understand how our products are being used so we can improve them.

While it is voluntary for our clients and users to give us this information, without it we are unable to provide them with our products and services.

Information we collect about other individuals

Sometimes our clients will provide us with personal information they have collected about individuals (such as their customers). This is so that we can provide bespoke data services to the client that incorporates that data.

Our clients can only lawfully share this personal information with us if this is one of the purposes that they collected it for, and they are responsible for making sure their customers are aware of this purpose before they share it with us.

We only use such personal information shared by clients to provide the agreed data services to them, and we do not share this personal information with anyone else.

We store this personal information securely (see section below) and delete it once we have finished working with the client.

How we store and protect personal information

We store all personal information in secure systems that can only be accessed by the right people when they need access to fulfil a legitimate business activity.

Our analytics and research work is done using servers located on our premises and in secure cloud platforms. We ensure that any third-party cloud providers we use have agreed to protect any personal information they store or process for us to an appropriately secure standard.

We also use cloud platforms to store, exchange and process information, including our own Dot Drop. Dot Drop is a purpose built, secure web-based data sharing platform managed and maintained by Dot's Infrastructure Team. It allows clients and Dot to safely transfer files through encrypted tokens, ensuring only the assigned people can access the files.

Regardless of where it is held, we take all reasonable steps to protect the personal information we hold from loss, misuse or unauthorised access, modification or disclosure, including by:

- Having policies and procedures for securely managing information
- Limiting employee access to personal information
- Implementing multi-factor authentication on all cloud infrastructure
- Protecting against unauthorised access to personal information by using data encryption, authentication, and virus detection technology
- Requiring service providers we do business with to comply with relevant legal and information security requirements
- Providing privacy training to our staff, and
- Continually assessing our privacy, information management, and data security practices.
- We retain personal information only for as long we need it to perform our contractual obligations or comply with any legal obligations.

Your privacy rights

You have the right to know what personal information we hold about you and the right to correct it. To exercise any of these rights, or ask us any questions about our privacy practices, contact our Privacy Officer at privacy@dotlovesdata.com or Level One, 80 Willis Street, Wellington Central, 6011 Aotearoa.

Making a complaint about privacy

If you have any concerns about the way we've collected, used or shared your personal information then please let us know using the contact details above and we'll try our best to resolve them.

If we cannot resolve your concerns, you always have the right to make a complaint to the Office of the Privacy Commissioner (www.privacy.org.nz).

What about other kinds of data?

At Dot Loves Data we work hard to implement industry best practice technology and procedures to protect all data. You can rest assured that we apply the same care and attention to all the data we handle, not just the personal information.