

## Privacy statement

This privacy information applies to personal information collected through this website.

## Purpose

The purpose of this privacy statement is to let users of this website and our staff know when we collect personal information and what we may do with it. We don't use, share or disclose personal information collected or received through this website except as set out in this statement.

## Scope

This privacy statement applies to personal information collected through [www.heartlab.com](http://www.heartlab.com). It also includes how personal information is handled once it is sent to us.

## Collection, storage and use

You can use [www.heartlab.com](http://www.heartlab.com) without disclosing any personal information.

## Call recording and email retention

As part of our commitment to providing the best possible service, we may record all inbound and outbound communication with HeartLab i.e., telephone calls and email queries. This helps us to identify ways that we can provide you with a better experience.

We record calls and retain emails for staff training purposes, helping us to improve the quality of our customer service and to ensure the information we provide is consistent and accurate. We may also share the communication internally if required.

We understand your personal information is important to you, and we are committed to protecting your privacy. We will only retain personal information until no longer necessary and according to our legal requirements.

Unless we have lawful reason for withholding this information, it will be made available if you request access.

## Voluntary disclosure of personal information

You may choose to voluntarily provide personal information through this website. This information may be viewable by site administrators, our staff (as appropriate) and third-party contractors who may administer or work on the site.

## Electronic mailing list

When you subscribe to our mailing list, the details you provide may be stored in a secure third-party database. You will be asked to provide your email address so we can send you future

electronic communication. When you unsubscribe to our email communications, your contact details may be retained to ensure you do not receive unwanted communication.

## Collection of personal information

We may ask or require you to provide some personal information when you complete an online form to

- sign up and receive news
- request a product demo

## Holding of information

When you provide personal information, unless otherwise indicated, it will be held by us. It may be stored or accessed on behalf of us by authorized third parties (such as third-party contractors) to the extent that is necessary, for example for them to administer or work on the site. We will store and keep your personal information secure in accordance with the New Zealand Privacy Act 2020, Australian Privacy Act 1988 and applicable state privacy legislation in Australia and USA. Any agents will be subject to our information security and privacy requirements.

## Use of personal information

We will generally only use personal information provided to us through this website for the purpose you provided it (i.e. for marketing, sales, and communication).

## Disclosure of information

We will generally not share personal information that is provided or collected through this website, unless it is necessary to do so for the purpose for which you gave us the information or where you consent. We will not otherwise disclose personal information provided or collected through this website unless required or otherwise permitted by law.

## Records and retention of personal information

We will only retain personal information as long as it is required for the purposes for which the information may lawfully be used.

When your Personal Information is no longer needed for the purpose for which it was obtained, we will take reasonable steps to destroy or permanently de-identify your Personal Information. However, most of the Personal Information is or will be stored in customer files which will be kept by us for a minimum of seven years.

## Security

Our website has security measures in place to prevent the loss, misuse and alteration of information under our control. To maintain the security of our systems and information, our systems are subject to ongoing monitoring (including activity logging), analysis and auditing.

We may use information about your use of our websites and other IT systems to prevent unauthorized access or attacks on these systems or to resolve such events. We may use this information even if you are not involved in such activity.

We may use services from one or more third party suppliers to monitor or maintain the cyber security of our systems and information. These third-party suppliers will have access to monitoring and logging information as well as information processed on our websites and other IT systems.

## Rights of access and correction

You have the right to:

- find out from us whether we hold personal information about you
- access that information; and, if applicable
- request corrections of that information

If we have a good reason for refusing a request for correction, you are entitled to request that a statement be attached to the information of the correction that was sought but not made.

If you want to check personal information that we hold, please write to:

Privacy Officer  
HeartLab Limited  
305/150 Karangahape Road  
Auckland Central  
Auckland 1010  
New Zealand  
[hello@heartlab.com](mailto:hello@heartlab.com)

## Maintaining the quality of your personal information

It is important to us that your personal information is up to date. We will take reasonable steps to ensure that your personal information is accurate, complete and current. If you find that the information we have is out of date or is inaccurate, please advise us as soon as practicable so we can update our records and ensure we can continue to provide quality services to you.

## Collecting statistical information using cookies

We may use cookies to gather data about trends in website usage using third-party analytics tools. This data will be viewable by website administrators and certain other staff. This

information is aggregated and it does not identify you personally.

## Cookies

Browser or 'web' cookies are small text files that are sent by a website and stored on your computer's hard drive to collect information about how you browse the website.

Cookies are used to:

- measure how you use the website so it can be updated and improved based on your needs
- remember the notifications you've seen so that we don't show them to you again

You can manually disable cookies at any time. Check your browser's 'Help' to find out how (disabling cookies will not affect your ability to use this website).

Data collected may include some or all of:

- your IP address
- the search terms you used on this site
- the pages you accessed on this site and the links you clicked on
- the date and time you visited this site
- the referring site (if any) from which you clicked to reach this site
- the device you used to access this site
- your operating system (eg, Windows 11, Mac OS X)
- the type of web browser you used to access this site (eg, Internet Explorer, Google Chrome, Safari)
- other things like your screen resolution, the release of your installed Flash version and the language setting of your browser.

## Statement updates

This statement may change from time to time and is available on our website.

## Privacy statement complaints and enquiries

If you have any queries or complaints about our privacy statement please contact us at:

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305/150 Karangahape Road  
Auckland Central

Auckland 1010

New Zealand

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