

SE1FMADE LIMITED PRIVACY POLICY

INTRODUCTION

SE1FMADE LIMITED (“we”, “us”, “our”) complies with the New Zealand Privacy Act 2020 and the Australian Privacy Act 1988 when dealing with personal information. Personal information is any information about an identifiable individual (a natural person).

This policy sets out how we will collect, use, disclose and protect your personal information.

This policy explains how we collect, use, disclose, and protect your personal information. It does not limit your rights under NZ or AU law.

CHANGES TO THIS POLICY

We may change this policy by uploading a revised version to our website. The changes apply from the date of publication. **This policy was last updated on 28/09/2025.**

WHO DO WE COLLECT YOUR PERSONAL INFORMATION FROM

We collect personal information about you from:

- ▲ you, when you provide that personal information to us, including via the website and any related service, through any registration or subscription process, through any contact with us (e.g. telephone call or email), or when you buy or use our services and products
- ▲ Through your use of the Service, including chat conversations with the AI agent and self-assessments.
- ▲ Technical usage (cookies, analytics, browser/device data).
- ▲ third parties where you have authorised this or the information is publicly available.

If possible, we will collect personal information from you directly.

WHAT PERSONAL INFORMATION WE COLLECT

We may collect:

- ▲ Chat conversations (encrypted and anonymised).
- ▲ Self-assessment results.
- ▲ Name and email address (if opted-in for newsletters).
- ▲ Subscription and payment information (processed by third-party providers).
- ▲ Technical information (cookies, IP address, browser/device type).

HOW WE USE PERSONAL INFORMATION

We use personal information to:

- ▲ *to verify your identity*
- ▲ *to provide services and products to you*
- ▲ *to market our services and products to you, including contacting you electronically (e.g. by text or email for this purpose)*
- ▲ *to improve the services and products that we provide to you*
- ▲ *to undertake credit checks of you (if necessary)*
- ▲ *to bill you and to collect money that you owe us, including authorising and processing credit card transactions*
- ▲ *to respond to communications from you, including a complaint*
- ▲ *to conduct research and statistical analysis (on an anonymised basis)*
- ▲ *to protect and/or enforce our legal rights and interests, including defending any claim*
- ▲ *for any other purpose authorised by you or the Act.*
- ▲ *to ensure system security.*
- ▲ *to comply with the law*

We do not sell your personal information.

DISCLOSING YOUR PERSONAL INFORMATION

We may disclose your personal information to:

- ▲ *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. For example:*
 - *Infrastructure: AWS, Vercel, GitHub, PostgreSQL, MongoDB.*
 - *AI Processing: OpenAI API (does not train OpenAI database), Langchain.*
 - *Automation: Zapier.*
 - *Marketing: Mailchimp.*
- ▲ *a credit reference agency for the purpose of credit checking you*
- ▲ *other third parties (for anonymised statistical information)*
- ▲ *a person who can require us to supply your personal information (e.g. a regulatory authority)*
- ▲ *any other person authorised by the Act or another law (e.g. a law enforcement agency)*
- ▲ *any other person authorised by you.*

Some of these providers may store or process data outside New Zealand or Australia. We may transfer your information in the case of a sale, merger, consolidation, liquidation, reorganisation or acquisition.

CROSS-BORDER TRANSFERS

Your personal information is primarily stored in AWS Sydney (Australia). Where information is transferred overseas, we ensure:

- ▲ *The recipient is subject to comparable privacy protections under law; or*
- ▲ *We have agreements requiring adequate safeguards; or*
- ▲ *You have authorised the transfer.*

This ensures compliance with the NZ Privacy Act 2020 and the Australian Privacy Act 1988.

PROTECTING YOUR PERSONAL INFORMATION

We will take reasonable steps to keep your personal information safe from loss, unauthorised activity, or other misuse. We use encryption, anonymisation, and secure servers to protect your information.

ACCESSING AND CORRECTING YOUR PERSONAL INFORMATION

Subject to certain grounds for refusal set out in the Act, 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.

In respect of a request for 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 support@se1fmade.io. Your email should provide evidence of who you are and set out the details of your request (e.g. the personal information, or the correction, that you are requesting).

We may charge you our reasonable costs of providing to you copies of your personal information or correcting that information.

INTERNET USE & COOKIES

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.

We use cookies and similar technologies to:

- ▲ *Understand how users interact with our website and app.*

- ▲ *Improve functionality and personalise experiences.*
- ▲ *Support marketing efforts.*

You may disable cookies in your browser settings, though some features may not work.

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.

IMPORTANT WELLBEING NOTE

The Service is a wellbeing and performance tool. It is not a medical or diagnostic service and should not be relied on as a substitute for professional medical, psychological, or mental health advice.

If you are in crisis:

- ▲ *NZ users: Lifeline 0800 543 354*
- ▲ *AU users: Lifeline 13 11 14*

CONTACTING US

If you have any questions about this privacy policy, our privacy practices, or if you would like to request access to, or correction of, your personal information, you can contact us at support@se1fmade.io.