



Privacy Policy

Misco Joinery Limited — *misco.kiwi*

This policy was last updated on **23 June 2026**.

Introduction and scope

Misco Joinery Limited (NZCN 4514301) (**Misco, we, us, our**) is committed to protecting the privacy of our customers, competition entrants, website visitors and followers on social media. We comply with the New Zealand Privacy Act 2020 (**the Act**) when dealing with personal information. Personal information is information about an identifiable individual (a natural person).

We collect personal information only for purposes connected with our custom kitchens and interior joinery business and related marketing and competition activities.

This policy sets out how we collect, use, disclose and protect the personal information we collect in connection with your:

- use of our website at misco.kiwi
- contact with us through our website enquiry form, by email, by telephone, or in person (including visits to our showroom, trade shows or other events)
- participation in any competition or promotion we run
- following or engaging with us on Instagram, Facebook or LinkedIn
- receipt of marketing or promotional communications from us.

This policy does not limit or exclude any of your rights under the Act or other applicable laws. If you wish to seek further information on your rights, see www.privacy.org.nz.

Changes to this policy

We may change this policy by uploading a revised policy onto our website. We will always update the "last updated" date at the top of this policy when we make changes. We encourage you to periodically review this policy.

Where a change is material (for example, a new use of personal information or a new category of third-party disclosure), we will take reasonable steps to notify affected individuals before the change takes effect.

Any changes will apply from the date that we upload the revised policy onto our website.

Personal information we collect

We collect personal information by lawful and fair means and only to the extent reasonable in the circumstances. We do not collect personal information by means that are unreasonably intrusive.

We collect, hold and process three main categories of personal information: Customer and Enquiry Data, Competition Data, and Website and Analytics Data.

Customer and Enquiry Data

Customer and Enquiry Data is personal information we collect when you contact us directly, including through our website enquiry form, by email, by telephone, or in person (for example, when you visit our showroom or meet us at a trade show or other event), or when you correspond with us in connection with our products and services. The Customer and Enquiry Data we collect may include your name, email address, telephone or mobile number, the content of your message or enquiry, and any other information you choose to provide to us.

Competition Data

Competition Data is personal information we collect when you enter a competition or promotion that we run. The Competition Data we collect may include your name, mobile number and email address, a photograph of your Misco kitchen or joinery installation, and, where a competition is run through a social media platform, your social media username, handle, or profile information.

Website and Analytics Data

Website and Analytics Data is information collected automatically when you visit our website. It may include your IP address, browser type, internet service provider, referring website, pages visited, time spent on pages, date and time of visit, and similar technical data. This information is collected through cookies and web analytics tools and is used to help us understand how visitors use our website and to improve the website experience. Although we do not use this information to identify you by name, some of our analytics and advertising providers (such as Meta) may be able to match it to an account you hold with them.

How we collect your personal information

Direct collection

Where possible, we will collect personal information directly from you. We may do this:

- when you complete and submit our online enquiry form at misco.kiwi
- when you contact us by email or telephone, or in person (including when you visit our showroom, or meet us at a trade show or other event)
- when you enter a competition or promotion that we run, including competitions run through Instagram, Facebook or other social media platforms

- when you subscribe to our mailing list or request to receive marketing communications from us
- when you follow or engage with us on Instagram, Facebook or LinkedIn.

When we collect personal information directly from you, we will take reasonable steps to ensure that you are aware of the matters set out in this policy, including what information we are collecting, why we are collecting it, who will hold it, and your rights to access and correct it.

Indirect collection

In some cases, we receive personal information about you from sources other than directly from you. This may occur when:

- a builder or other trade partner provides us with your details so that we can contact you to discuss kitchen or joinery designs with you, including in our showroom
- social media platforms share with us analytics and engagement data about how you interact with our social media pages, posts or advertisements
- web analytics providers provide us with data about how visitors use our website
- a competition co-promoter, sponsor or entrant refers your details to us in connection with a competition.

Where we collect personal information about you indirectly, we will take reasonable steps to notify you of that collection as soon as is reasonably practicable after it occurs, unless an exception under the Act applies. This policy, which is published on our website and linked from our social media profiles, is one of the steps we take to fulfil this notification obligation.

How we use your personal information

We will use Customer and Enquiry Data and Competition Data to:

- respond to your enquiry or request, and provide our custom kitchens and interior joinery products and services to you
- administer and run competitions and promotions, including contacting and notifying winners
- use any photographs, videos or voice recordings submitted as part of a competition entry for marketing and future competition purposes, where you have consented to that use at the point of entry
- send you marketing communications, updates and promotions about Misco where you have given us consent to do so, or where we are otherwise permitted to under the Act
- improve and develop our products, services and website
- protect and enforce our legal rights and interests, including defending any claim
- comply with our legal obligations,

and for any other purpose authorised by you or the Act.

Before we use or disclose your personal information, we will take reasonable steps to check that it is accurate, up to date, complete, relevant and not misleading.

We will use Website and Analytics Data to analyse how visitors use our website, to improve and maintain the website, and to optimise our advertising and content.

Marketing communications and your choices

We will only send you marketing communications where you have given us consent to do so, or where the Unsolicited Electronic Messages Act 2007 otherwise permits. Every electronic marketing message we send will contain a functional unsubscribe link. You may withdraw your consent to receive marketing communications at any time by clicking the unsubscribe link in any marketing message or by contacting us). We will action opt-out requests within 5 working days.

Disclosing your personal information

We may disclose your personal information to:

- any business that supports our services, website or competitions, including our website hosting provider, email marketing platform, and any third-party platform we use to run or manage competitions
- social media platforms and web analytics providers to the extent necessary to operate our social media pages, deliver and measure advertising campaigns, and analyse engagement with our content and website
- competition co-promoters or sponsors, where this is necessary to administer a competition and has been disclosed to you at the time of entry
- any person authorised by you
- any person or authority who is entitled by law to require us to disclose personal information (for example, a regulatory or law enforcement authority)
- any other person authorised by the Act.

We may also use or share aggregated or de-identified information (which does not identify any individual) for any purpose.

Businesses that support our services and products may be located outside New Zealand. In particular, Meta Platforms, Inc. (which provides the Meta Pixel) is located in the United States. This means your personal information is disclosed, held and processed outside New Zealand. Where we disclose your personal information to a recipient overseas, that recipient may not be required to protect it in a way that, overall, provides comparable safeguards to those under the Act.

Protecting your personal information

We take reasonable and practical steps to keep your personal information safe from loss, unauthorised access, use, modification or disclosure.

If we become aware of a privacy breach that we believe is reasonably likely to cause serious harm to any affected individual, we will notify the Privacy Commissioner and take reasonable steps to notify the affected individual(s) as required by Part 6 of the Act.

How long we keep your personal information

We will keep your personal information only for as long as we need it for the purposes described in this policy, or as required by law.

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 of that information. We may require evidence of your identity before responding to an access or correction request.

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

To request access to or correction of your personal information, please contact us (see the Contact us section below). Please provide enough information to identify you and to describe what you are requesting.

We reserve the right to charge our reasonable costs of providing copies of that information.

Social media

We operate accounts on Instagram, Facebook and LinkedIn. If you follow, comment on, like, share or otherwise interact with our social media pages, or if you enter one of our competitions through a social media platform, we may collect personal information about you in connection with that interaction.

Social media platforms have their own terms of service and privacy policies, which govern how those platforms collect and use personal information. We encourage you to review the privacy policy of any social media platform you use. Our collection of personal information through social media is subject to both this policy and the terms of the relevant platform.

Cookies and website analytics

When you visit our website at misco.kiwi, we and our third-party service providers may use cookies and similar technologies to collect information about your visit. Cookies are small text files placed on your

device by websites you visit. We use cookies to help us understand how visitors use our website, to improve the website experience, and to deliver relevant content.

The information collected through cookies and analytics tools may include your IP address, browser type, device type, operating system, referring website, pages visited, time spent on pages, and general geographic location (derived from your IP address).

We currently use the following cookies and analytics tools on our website:

- **Google Analytics:** used to collect aggregate information about how visitors use our website, including pages visited and time spent on each page. You can opt out of Google Analytics data collection by installing the Google Analytics Opt-out Browser Add-on, available at tools.google.com/dlpage/gaoptout.
- **Meta Pixel:** used to measure the effectiveness of our advertising, understand the actions you take on our website, and show you more relevant advertising on Facebook, Instagram and other Meta services including by showing ads to people who have previously visited our website. The Meta Pixel uses cookies and collects information such as your IP address, device and browser information, and the pages you view and actions you take on our website, and shares that information with Meta. You can edit your Facebook and Instagram advertising preferences through your Facebook and Instagram account settings, and you can read how Meta handles your information in its Privacy Policy at facebook.com/privacy/policy.

Advertising cookies, including the Meta Pixel, are optional. When you first visit our website, our cookie consent banner lets you accept or decline these cookies, and you can change your choice at any time using the cookie settings link on our website. We will not load optional cookies such as the Meta Pixel until you have consented. You can also disable cookies through your browser settings. Please note that declining or disabling cookies may affect the functionality of some features of our website.

Children and young people

Our website and competitions are not directed at children under the age of 16. We do not knowingly collect personal information from persons under the age of 16 without the consent of a parent or guardian.

Where a competition prize would be unlawful to supply to a person under the age of 18, that competition is open to persons aged 18 and over only. Parents or guardians who wish to enter a competition on behalf of a child should contact us directly.

If you believe that we have collected personal information about a child under the age of 16 without appropriate parental consent, please contact us (see the Contact us section below) and we will take prompt steps to review and, if appropriate, remove that information.

Contact us

If you have any questions about this policy, wish to access or correct your personal information, or have a complaint about how we have handled your personal information, please contact us at marketing@misco.kiwi.