

Groundline ("we", "us", "our") is committed to protecting your privacy and handling your personal data transparently and securely. For region-specific enquiries, please contact your local Groundline office via our website's [Contact Us](#) page.

- Information contained in or relating to any communication that you send to us or send through our website (including the communication content and metadata associated with the communication)
- Any personal information that you choose to provide to us
- Technical information about your device, browser and IP address relating to use of our website
- Information collected through cookies and similar technologies

Please let us know if the personal information that we hold about you needs to be corrected or updated.

For detailed information about the cookies and similar technologies we use, including their purpose, provider and retention period, please see our [Cookie Policy](#).

- Respond to enquiries
- Provide our services and administer our business
- Maintain records of communications
- Improve our website and services
- Monitor website security and performance
- Meet legal and regulatory obligations

- **Contract** – where processing is necessary to provide services requested by you or to enter into a contract with you.
- **Legal Obligation** – where processing is necessary to comply with legal requirements.
- **Legitimate Interests** – we may process personal information where it is necessary for our legitimate interests, including:
 - Managing our business operations
 - Managing customer and supplier relationships
 - Preventing fraud and maintaining security
 - Operating and improving our website

Where we rely on legitimate interests, we consider and balance any impact on your privacy and rights before processing your information.

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We may share personal information with:

- Companies within our group
- Professional advisers, insurers and auditors
- IT, website hosting and support providers
- Service providers acting on our behalf
- Regulatory authorities, courts or law enforcement agencies where required by law.

International Data Transfers

Information that we collect may be transferred to the following countries which may not have data protection laws equivalent to those in force in the European Economic Area (EEA): the United States of America and Australia.

Under New Zealand's Privacy Act 2020, transferring personal data overseas is governed by Information Privacy Principle 12 (IPP 12). We can only send personal data to a foreign entity if the receiving party is subject to comparable privacy safeguards, you have the individual's informed express authorisation, or contractual agreements ensure adequate protection.

Where personal data is transferred outside the originating country, we will ensure appropriate safeguards are in place to protect it in accordance with applicable data protection law.

We retain personal information only for as long as necessary to fulfil the purposes for which it was collected, including compliance with legal, accounting and regulatory requirements.

We take appropriate technical and organisational measures to protect personal information from unauthorised access, loss, misuse or disclosure.

You acknowledge that the transmission of information over the internet is inherently insecure, and we cannot guarantee the security of data sent over the internet.

You may have the right to:

- Access your personal information
- Request correction of inaccurate information
- Request deletion of information
- Restrict processing
- Object to processing
- Request transfer of your information to another organisation where applicable
- Withdraw consent where processing is based on consent

Requests can be made using the contact details provided on our website. We may withhold personal information that you request to the extent permitted by law.

We may request proof of identity before responding to certain requests.

Making a Data Protection Complaint

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If you have concerns about how we use your personal information, please contact us first. You may submit a complaint by email or post, and we will acknowledge and investigate complaints and respond as appropriate. We have a Complaints Procedure in place.

Information Commissioner's Office (ICO) and Privacy Commissioner

If you remain dissatisfied after contacting us, you have the right to complain to the Information Commissioner's Office (ICO). The ICO is the UK's independent regulator for data protection matters.

ICO Website: <https://www.ico.org.uk>

ICO Helpline: 0303 123 1113

Address: Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF, UK

In the UK, we are registered with the ICO. Our data protection registration number is ZB071065.

In New Zealand, should you require more information for any reason, follow the link below:

[Office of the Privacy Commissioner | Complain to the Privacy Commissioner](#)

Automated Decision-Making

Legislation such as the DUAA in the UK requires safeguards where significant automated decisions are made. We do not currently use automated decision-making or profiling that produces legal or similarly significant effects on individuals.

Changes to this Privacy Notice

We may update this policy from time to time by publishing a new version on our website. You should check this page occasionally to ensure you are happy with any changes to this policy.

Date Reviewed: 17 August 2026