

BNZ Voice Privacy Policy

Commitment to website privacy and responsible use of information

At BNZ, we are committed to ensuring the privacy of your information. We understand as a panellist using the BNZ Voice website, how important the privacy of your personal information is to you.

We have created this Privacy Policy statement in relation to BNZ Voice. This statement addresses privacy issues relevant to the BNZ Voice website. By participating in the BNZ panel surveys or discussion groups, you will be deemed to agree to this Privacy Policy. If you do not agree to this Privacy Policy you should stop accessing and using the BNZ Voice website and related services and you should not disclose information to BNZ.

The BNZ Voice Privacy Policy is a statement of principles and guidelines describing the level of protection of personal information provided by BNZ Voice to respondents and the general public. The objective of the BNZ Voice Privacy Policy is to promote responsible and transparent personal information management practices in a manner consistent with the provisions of the Privacy Act 1993.

Any time you participate as a respondent in BNZ Voice, you can be assured that your individual responses will be kept confidential. We will not ask you about your banking details. You are free to choose whether or not to participate in a panel survey, and free to discontinue participation at any time.

Information we collect

When you complete the initial profiling survey you will be informed immediately whether you have qualified to become a member of the panel or not. If you do not qualify any identifiable information about you such as your name and email address will not be kept.

If you do qualify and become a member of BNZ Voice we will collect and store the information you voluntarily provide to us each time you complete a survey including the profiling survey. We will also record the date on which these surveys are completed.

We may disclose your information to our contractor [Camorra Research Limited](#), a New Zealand-based market research company, to carry out market research on BNZ's behalf. We will take reasonable steps to require Camorra Research Limited to comply with our instructions and not use your personal information for any other purposes. The aggregated results of our market research may be shared within BNZ and/or provided to any third party, including the media, but will never contain information identifying you as an individual.

The information we collect is stored in a secure database by our software provider [Vision Critical](#), located at 858 Beatty Street, Vancouver, British Columbia, Canada. Vision Critical host the BNZ Voice website and, together with Camorra Research Limited, manage the BNZ Voice database. Vision Critical and Camorra Research Limited will not use the information for any purpose other than analysing and reporting survey results and it will not be disclosed to anyone other than BNZ.

Security of data

To prevent unauthorised access, maintain data accuracy and ensure appropriate use of any customer supplied information, BNZ and Vision Critical have put in place physical, electronic and managerial processes to protect the information we collect via BNZ Voice. One of the key electronic processes is to encrypt any information you provide to us on the BNZ Voice website before it is sent to Vision

Critical.

Information disclosure

The information collected will only be used by BNZ for legitimate market research purposes. This might include things like gaining a better understanding of our customers, how we are helping you, your needs as a BNZ customer and your feelings about our advertising campaigns and brand.

BNZ may share the information we gather in aggregate form only with its partner agencies (e.g. advertisement) for the purpose of generally improving BNZ advertisements. For example 80% of surveyed BNZ Voice members gave a positive response about a new advertising campaign. We will not sell or disclose personal information about you as an individual to any third party or entity outside BNZ or its related companies. Nor will we use it for any purpose other than market research.

BNZ may match your BNZ Voice profile back to our customer database. The information held about you in our customer database will be used to identify appropriate surveys for you to complete, or for analysis, the results of which will only be in an aggregate form and will only be used to help us identify trends in customer groups. (For example we may be interested in how those with credit cards feel about reward programmes.)

BNZ may release information about you if required to by law.

Cookies

The BNZ Voice website uses both persistent and session cookies. Cookies are small pieces of information, which can be stored on your hard drive (persistent cookies) or in memory (session cookies). The cookies we send to your PC cannot read your hard drive or command your computer to perform any action.

The session cookies hold information that is uniquely generated when you log in. They are used to determine that you are who you say you are, and to provide you with information about your membership with BNZ Voice whilst you are logged into the Website. No personal information is kept in the cookie and the cookie is not permanently written to your hard drive. When you log out of BNZ Voice website the cookie is no longer valid and is discarded when you close your Internet browser.

Use of email addresses

To be a member of BNZ Voice we need your email address. We will use this email address to invite you to participate in BNZ Voice surveys, focus or discussion groups and send you information that is relevant to BNZ Voice.

As a BNZ customer you may have already supplied your email address as part of your customer information and agreed to receive emails about BNZ services and products from time to time. Receiving these emails is in no way linked to providing your email address to BNZ Voice.

Unsubscribing and ending membership

Whenever you receive an email from BNZ Voice we will give you the option to stop being a member of BNZ Voice by clicking on a link in the email. You can also stop being a member by emailing support@voice.bnz.co.nz and placing 'Request Removal' in the subject line. By doing either of these you will no longer receive emails from BNZ Voice. Your Information will still be kept, however this will only be in aggregate form and any identifiable information such as your name and email address will become completely inaccessible by any party, including

Camorra Research, Vision Critical and BNZ.

Access to and correction of information held

Under the Privacy Act 1993 you have rights of access to and correction of the personal information BNZ research panel holds about you. If you have any concerns about the accuracy or extent of that information or wish to access or correct such information please contact support@voice.bnz.co.nz.

The information in this site is presented subject to our [BNZ Voice Terms and Conditions](#) and any other Terms and Conditions that BNZ may impose from time to time. It is subject to change without notification.