

SEALECTIVE LIMITED - PRIVACY POLICY

Last updated: 27th December 2022

Our Privacy Policy describes how we collect, process, use, dispose and protect information that relates to an identified or identifiable individual across our Website (**Personal Information**). If an individual can't be identified (for example, when Personal Information is aggregated and anonymised) then the information or data is not Personal Information and this policy doesn't apply.

Sealective Limited, operating as Sealective, is a company registered in Kapiti Coast, New Zealand.

This Privacy Policy is governed by New Zealand law. When handling Personal Information, we will comply with the New Zealand Privacy Act 2020.

This Privacy Policy uses the same definitions as those used in our Terms of Use, found at www.sealective.co.nz.

INFORMATION WE COLLECT

We collect Personal Information (including names, IP address, email addresses, phone numbers, location information, credit card information, browser information and interactions an individual has with our Website).

We collect this information from:

- **you**, when you provide that Personal Information to us, through registration and use of our Website and our online shopping service (**Purchasing Service**), or through any other interactions with us (e.g. telephone call, email or web chat).
- **use of the Website and/or Purchasing Service**, any action an individual takes while using our Website or Purchasing Service. We use this information to provide the Website and Purchasing Service, understand what content and features are effective and improve our Website, products and/or Purchasing Service.

HOW WE USE YOUR PERSONAL INFORMATION

We will not process Personal Information, other than as outlined in this Privacy Policy, without having a lawful basis to do so.

We process Personal Information:

- to create and set up Accounts within the Website;
- to provide our Website and Purchasing Service and otherwise carry out our obligations under the Terms of Use; and
- to bill you and to collect money that is owed, including authorising and processing credit card transactions.

We also process Personal Information:

- to verify an individual's identity;
- to communicate with third parties (including our suppliers and service providers), as necessary to provide the Purchasing Service;
- to communicate with users of the Website and customers relating to the Purchasing Service and Website, including for administration purposes, such as Account management, customer service or system maintenance;
- to comply with our obligations to our third-party service providers, suppliers and other users of our Website and Purchasing Service;
- to identify users when they sign-in to an Account and verify that the Account is not being used by unauthorised persons;
- to send you marketing and promotional messages and other information that may be of interest to you where you have consented to receiving such material. You can opt out of receiving marketing materials from us by using the opt-out facility provided (e.g. an unsubscribe link) or by emailing us at info@sealective.co.nz;
- to improve our Website and Purchasing Service;
- to analyse usage of the Website and Purchasing Service, or carry out research and analysis, so we can improve the Website and Purchasing Service;

- to enforce compliance with the Terms of Use;
- to respond to due diligence requests and/or transfer Personal Information in the case of a sale, merger, consolidation, liquidation, reorganisation or acquisition of our business
- to protect and/or enforce our legal rights and interests, including defending any claim; and
- to comply with our legal obligations, including any notification and reporting obligations and any access directions imposed on us by a Government agency or regulatory authority.

We may also use Personal Information collected for such other purposes that are compatible with the original purpose described above, or that we the relevant individual has otherwise consented to from time to time.

We may anonymise and aggregate information such that no person could be re-identified from the information. This aggregated and anonymised data is not Personal Information and this privacy policy does not apply to it.

DISCLOSING PERSONAL INFORMATION

We may disclose Personal Information to:

- service providers and suppliers who provide necessary goods and/or services to us;
- third parties, as necessary to provide the Purchasing Service;
- any business that supports us, including hosting or maintaining any underlying IT system that we use to provide our Website and/or Purchasing Service;
- other third parties to anonymise and aggregate statistical information;
- a person who can require us to supply Personal Information (e.g. a regulatory authority or law enforcement agency); and
- any other person or entity that we have been validly authorised to disclose information to.

Processing payments:

- In order to process a Customer's payment for products sold via the Website we use Paystation.
- Our payment processor collects, uses and processes information, including payment information, in accordance with its privacy policy, at www.paystation.co.nz.

OVERSEAS TRANSFERS

We utilise the services of entities in various countries. Consequently, we may transfer Personal Information to parties located in these countries. Although we will endeavour to ensure that Personal Information is treated securely and in accordance with this Privacy Policy as well as applicable Data Privacy Laws, we advise that some of these countries may not have an equivalent level of data protection laws as those in New Zealand.

THIRD PARTY SERVICES

We use third party services for providing the Website and Purchasing Service, to ensure a better experience for users and for improving the Website and Purchasing Service. In the process of doing so, the third-party service provider may have access to Personal Information. However, these third parties do not have the right to use the Personal Information for their own use.

INTERNET USE

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.

If you follow a link on our Website to another website, the owner of that website will have its own privacy policy relating to your Personal Information. We suggest you review that website's privacy policy before you provide access to your Personal Information.

HOW LONG WE KEEP PERSONAL INFORMATION

We will keep Personal Information:

- until we no longer have a valid reason for keeping it;
- until the relevant individual requests us to stop using it; or
- for as long as required by law e.g., we keep invoice information for 7 years to fulfil our tax obligations.

You should be aware that we do keep backups and logs for a period before they are automatically deleted.

COOKIES AND TRACKING

We may use various technologies to collect and store information about individuals when they use the Website and the Purchasing Service, and this may include using cookies and similar tracking technologies, such as pixels and web beacons.

Cookies

A cookie is a piece of information that our web server may send to your machine when you visit our Website. The cookie is stored on your device, but does not identify you or give us any information about your device.

The types of cookies we use may include:

- **Strictly necessary cookies:** These cookies are essential for the full functionality of our Website. They enable you to navigate around our Website and use its features. Without these cookies, you may not be able to access all the functions of our Website.
- **Performance cookies:** These cookies collect information about how you use our Website. All information these cookies collect is anonymous and only used to improve how our Website.
- **Functionality cookies:** These cookies allow our Website to remember the choices you make (for example, your user name, language or your region). Although these cookies are used to enhance the performance of our Website, they are non-essential to their use. However, without these cookies, certain functionality may become unavailable.

The length of time a cookie will stay on your browsing device depends on whether it is a persistent or session cookie. Session cookies will only stay on your device until you stop browsing. Persistent cookies will stay on your browsing device until they expire or are deleted.

With most internet browsers, you can erase cookies from your computer hard drive, block all cookies, or receive a warning before a cookie is stored. If you want to do this, refer to your browser instructions or help screen to learn more. If you reject the use of cookies, you will still be able to access our Website but please note that some of its functions may not work as well as if cookies were enabled. To learn more about how to enable, edit, or disable cookies on your computer, please visit the aboutcookies.org website.

PROTECTING PERSONAL INFORMATION

We take the protection of Personal Information seriously and we will take reasonable steps to keep Personal Information in our possession safe from loss, unauthorised activity, or other misuse.

YOUR RIGHTS

You have the right to access your readily retrievable Personal Information that we hold about you, and to ask for it to be corrected if you think it is wrong.

If you wish to exercise your rights under this Privacy Policy, you can do this by emailing our Privacy Officer at info@sealective.co.nz. 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).

There may still be residual information such as errors logs, emails, calendar invites, data backups etc that record some Personal Information about you (primarily email address, name, and any content sent via email). If you also require this information to be deleted, please contact our Privacy Officer www.info@sealective.co.nz.

CHANGES TO THIS PRIVACY POLICY

From time to time we may make changes to this Privacy Policy (for example, to reflect any changes in our Purchasing Service or any Data Privacy Laws). Where a change is significant, we'll make sure we let you know – usually by displaying a notice on our Website or by sending you an email.