

# Wild Chef Privacy Policy

At Wild Chef, we are committed to your right to privacy and take your privacy seriously.

*South Pacific Gourmet Foods Limited (known as and trading as "Wild Chef")* we comply with the New Zealand Privacy Act 2020 when dealing with personal information. Personal information is information about an identifiable individual (a natural person).

This Privacy Policy is set in place to ensure that your personal information is secure. Your information will never be disclosed to outside parties, sold, given nor leased. If you have any further questions on the below policy, please do not hesitate to contact us for further information.

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

This policy does not limit or exclude any of your rights under the Act. If you wish to seek further information on the Act, see [www.privacy.org.nz](http://www.privacy.org.nz).

## Visitors to our website

Visitors to [www.wildchef.co.nz](http://www.wildchef.co.nz) are anonymous as no personal information is collected or linked to visitors. The data we collect is based on the number of visitors to our website. We collect this data to help identify any problems with our server, the popularity of our website and each page to ensure continuous improvement for our website. We collect the following information that is automatically recognised from people visiting our website: the date and time, the originating IP, the type of browser and operating system used and the URL of the referring page. The only personal information that we collect and store information is what a visitor has given to us through a direct email, through personal conversions, email "Stay up to Date" opt-in form and our online contact form.

## Usage of Information Collected by our Website

When a visitor / you complete our online contact form; email us or opt-in to our email list, the personal information you give us will be used for follow-ups on your request or enquiry. Your information will also be used by us to add your email to our email marketing service, *Mailchimp* so that you will be able to receive our emails, as requested. We will also keep your personal information on our secure customer database, on *Airtable*, so that we can continue to provide you tailored customer service for future enquiries or to update you with any changes in our business that will relate to you.

## Non-Personal Information

This information is recorded by all web servers and is used to improve the functionality, structure and performance of our website. We analyse non-identifiable web traffic data to improve our services and the use which visitors make of this website.

When you use the website our analytics log the following information, which is provided by your browser:

- your server's IP address (a number which is unique to the machine through which you are connected to the Internet) or your personal IP address
- the type of browser and operating system you are using
- the domain name of the referring site (e.g. the previous Site that you visited).

The analytics we use via Insights are:

- Sessions
- Pageviews
- Avg. Session Duration
- Bounce Rate
- New vs Returning Visitors
- Device Breakdown
- Top 10 Countries
- Top 10 Referrals
- Top Posts/Pages

This information does not personally identify you. We analyse this non-personal information for certain trends and statistics, such as which parts of the website users are visiting, which features or services are most popular and to measure the effectiveness of advertising. We do not disclose information about individuals except for the reasons set out above.

### **Privacy of our Email Lists**

Individuals can join our mailing lists through an email "Stay up to Date" opt-in form provided on our Wild Chef website or by giving email permission agreement with us either verbally or via email or text. Individual emails will be added to our secure email database on *Mailchimp* and our CRM on *Airtable*. We do not sell, rent, loan, trade, or lease the addresses on our lists to anyone. You can unsubscribe at any time by contacting us over the phone, reply to any email or unsubscribe link at the bottom of any Mailchimp emails, and we will remove your information immediately. Both our internal company information on computer and our CRM system are protected by extra security including 2-step authentication.

### **Unsubscribe Policy**

We only send emails, through Mail Chimp, to individuals who have opted in through our website; who have verbally opted-in / given email permission for monthly email updates, through conversations with us, or from completing our Database Form clearly stating you are giving email permission for updates. These are manually entered or verbally given by yourself at Trade/Food Shows. We then reconfirm this permission via a follow up email ensuring you are happy for monthly emails from us. At any time, if you prefer not to receive future emails from us, please use the 'unsubscribe' link located at the bottom of our email communications or contact us and we will remove your email permission for updates immediately and unsubscribe you.

### **Privacy Officer**

A Privacy Officer has been appointed for our company who is responsible for compliance within the New Zealand Privacy Act. The Privacy Officer will deal with any privacy requests and will work with the Privacy Commissioner in relation to complaints and investigations.

Our Privacy Policy is reviewed quarterly at Management Meetings and updated as our business requirements evolve, and if the type of information we gather changes.

### **Changes To Our Policy**

We may, at our discretion, update or revise this Policy from time to time. Any changes will take effect immediately once they are posted here, so we encourage you to periodically review this page for the latest information on privacy practices at Wild Chef.

### **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 our privacy officer at [jennifer@wildchef.co.nz](mailto:jennifer@wildchef.co.nz).

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