

## **South Pacific Gourmet Foods Limited – Website Privacy Policy**

By visiting our website and/or placing an order for products (“our Services”) with South Pacific Gourmet Foods Limited trading as Wild Chef (“we, us, our”) by telephone or email, the customer (“you”) will provide us with personal information.

Personal information is information about an identifiable individual (a natural person) (“Personal Information”). We collect, use, and disclose Personal Information in order to provide you with the Services, and do so in accordance with the Privacy Act 2020 (“the Act”). This Personal Information includes:

- Your full name and job title;
- Your contact information (telephone, email, postal and billing address);
- Details about your computer, device, browser, and/or network where you have accessed our website (including your geolocation via your IP address); and
- Your interactions with us as a customer via our website and in person.

### **How we collect your Personal Information**

We collect Personal Information directly from you (except as otherwise permitted by law) including when you, as a customer or potential customer, provide that Personal Information to us, including but not limited to:

- By completing a Credit Application Agreement;
- Via our website or social media;
- If you subscribe to our email marketing;
- Through any contact you have with us (e.g. telephone call, trade show email permission form, website “Keep us up to date” form); and
- When you order and purchase our products.

We collect Personal Information from third parties where you have authorised that collection or where the information is publicly available.

### **Use of your Personal Information**

We will use your personal information to:

- provide our Services to you;
- respond to communications from you, including complaints;
- market our products to you, including contacting you electronically (e.g. by text or email for this purpose);
- tailor and improve the services and products that we provide to you;
- update you with any product inspiration, industry news or changes in our business that will relate to you;
- conduct research and statistical analysis (on an anonymised basis);
- protect and/or enforce our legal rights and interests, including defending any claim;
- comply with our legal obligation under the law; and
- for any other purpose authorised by you or the Act.

### **Information Sharing**

We will not sell, lend, trade, or otherwise disclose your Personal Information to any third party except:

- For the purposes of providing you our Services, including to arrange delivery of your order with a courier company;
- When you have authorised us to do so;
- When we reasonably believe we are required or permitted to do so by law;
- If we believe that the disclosure is reasonably necessary to enforce any legal rights or obligations we may have;
- If we want to keep you informed about our products and services;
- To recover money from you when you have not paid us;
- If we sell or transfer our business to a third party;
- Where it is necessary to assist an adjudicator to resolve a complaint you make about us; and/or
- If in an emergency situation it is necessary or desirable to share your personal information with a civil defence or government organisation, or another emergency service.

### **Disclosure of Personal Information Outside New Zealand**

We use a service provider called Airtable to assist us with the delivery of our Services. Personal information we collect about you may be provided to Airtable, which means it may be may be transferred to, processed, and stored overseas, including in the United States. Airtable has its own privacy policy which you can view here: <https://www.airtable.com/privacy>.

### **Information Storage and Security**

Your information is stored in the following ways:

- On our servers at our premises at in Porirua, New Zealand, where it is protected by a firewall. Information on our servers is backed up via Microsoft 365 services which stores back-ups of server files in New Zealand and Australia.
- Held physically: we keep printed information, including customer order and delivery details at our premises in Porirua, New Zealand for seven years after the order has been paid and delivered.
- On our secure customer database on *Airtable*, whose privacy policy is accessible here: <https://www.airtable.com/privacy>.

We take the security of any Personal Information in our possession very seriously. In order to protect against loss, unauthorised access and activity (including ransomware attacks), or other misuse, we employ the following safeguards:

- Two-step password authentication processes;
- Password protection and restricted access electronic folders;
- Security software including antivirus and a firewall that are regularly monitored and updated by our contracted IT and Cybersecurity provider;
- Locks on all storage mechanisms holding physical information.

### **Payment Information**

We only accept payment into our bank account. We can therefore see your bank account details at that time, however these are not collected or held, other than in our bank account.

Billing address details will be held within our accounting system which has limited access and two-step password authentication in place.

## **Cookies and other online tracking technology**

If you visit our website we may use cookies and/or other online tracking technology such as Google Analytics to collect information about you from your browser history on your device.

Generally you can adjust your browser settings so that website is not permitted to send you cookies. In some cases, you can disable cookies on your device which will limit the amount of information we are able to collect about your use of our website. However this may affect the functionality of our website.

Our website records standard information such as time, date and URL of request (the web page you arrived from) via our web servers. 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; and
- the domain name of the referring site (e.g. the previous site that you visited).

The analytics we use via Insights are:

- Sessions;
- Pageviews;
- Average session duration;
- Bounce rate;
- New versus returning visitors;
- Device breakdown;
- Top 10 countries;
- Top 10 referrals; and
- 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.

## **Requesting and Updating Information**

You are entitled to ask for a copy of any personal information we hold about you, and to ask for it to be corrected if you think there is an error. Before we perform an access or correction request, you will be required to provide evidence to confirm your identity as the person to which the request relates, or evidence that you have authority to do so on behalf of that person.

To ask for a copy of your information, please contact our Privacy Officer on:

Email: [privacy@wildchef.co.nz](mailto:privacy@wildchef.co.nz)

Phone: 04 388 1998

Post: PO Box 51309, Tawa, wellington 5249, New Zealand.

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).

We may charge you our reasonable costs of providing you copies of your personal information or correcting that information.

### **Changing this Policy**

We may update or change our privacy policy at any time by providing you at least 30 days' notice, which will be displayed on our website along with reasons for any change. If you have any questions about our privacy policy please contact us at [privacy@wildchef.co.nz](mailto:privacy@wildchef.co.nz).

### **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 [privacy@wildchef.co.nz](mailto:privacy@wildchef.co.nz).