



# Privacy Policy

We, NPD Limited and the other members of the NPD group (together NPD, we, us or our), take our obligations regarding personal information seriously. Personal information is any information about an individual that allows an individual to be identified.

This Privacy Policy provides information on how we may collect, store, and use personal information in accordance with relevant laws, including the Privacy Act 2020. As someone who deals with us and provides us with personal information, you agree to be bound by this Privacy Policy (as amended from time to time).

## Who do we collect personal information from?

In order to provide products and services to the best of our ability, we collect a range of information about different people. We may collect and hold personal information about:

- current, prospective, and former customers;
- suppliers (and their employees and contractors); and
- other people who deal with us from time to time.

## What personal information do we collect?

We may collect:

- identifying information about you, such as your name, address, and contact details; payment details and other financial information; information you provide to help us assist you with any application process, including NPD card applications and sponsorship applications;
- information about your transactions with NPD;
- vehicle registration number plates; and
- other information relating to your use of our products and services.

## How do we collect your personal information?

We may collect the personal information you provide us in a variety of ways. We will generally collect personal information from you directly including through the following means:

- when you visit our website (our web server logs may collect additional information, including information about the domain or ISP that you use and computer or network information);
- while providing any of our products or services to you;
- when you commence a business or service relationship with us;
- when you opt-in to receive marketing materials or job alerts from us;
- through surveillance devices that may be situated on our premises;
- through NPD card application forms;
- while conducting customer satisfaction and market research surveys;
- through promotions and discounts;
- through sponsorships; and
- When you provide us with feedback by: email, phone, social media, our website or QR Code.

We may also collect your personal information from third parties where you have authorised this, this is permitted by law, or where the information is publicly available. This may include information from:

- a contractor or other third party helping to provide services to you;
- auditors and auditing bodies;
- suppliers of services to us; and
- credit risk assessment agencies.

We may store the above information for possible future communications relevant to the purpose of collection.

## **Why do we collect your personal information?**

**We use the personal information collected from you for a number of purposes connected with our business. These include the following:**

- to verify your identity and NPD card application details;
- to supply or provide you with any products or services you have requested;
- to administer your account (including credit checks, processing, administering and collecting payments from or making payments to you);
- to interact and communicate with you;
- to engage third parties on your behalf (where authorised);
- to deal with your requests, enquiries, complaints, and other customer care or business related activities;
- to improve our products and services;
- to contact you about our products or other initiative we think you might be interested in;
- for marketing, publicity, or market research that we might undertake;
- to comply with our legal obligations;
- for other purposes for which you have given permission, or which is allowed by law.

We may also use surveillance footage, if required, for detecting and deterring inappropriate or criminal behaviour at our premises, and monitoring the safety and security of our customers, suppliers, staff, and property.

The personal information that we collect from you is held in accordance with the Act (in particular, the Privacy Principles contained in the Act).

Providing the above information is generally optional for you. However, if you do not provide information to us when requested, we may not be able to provide products and services.

## **Who do we share your personal information with?**

**We want you to know that any information you supply to us may be shared with and used by the following, where relevant to them:**

- our employees, contractors, suppliers, and agents;
- affiliated and related companies (including NPD group companies);
- other third parties who help provide products and services;
- our advisors;
- a business that supports our services and products (e.g. a business that hosts or

- maintains our IT system, data centre or website);
- service providers commissioned to protect the rights, property or safety of NPD or others
- credit risk assessment agencies and debt collection agencies;
- any court, tribunal or regulatory authority where disclosure is required or allowed by law;
- any other person authorised by you or by law.

We will not share your information with third parties, except as outlined in this policy, or where you have authorised that disclosure.

Your information may be hosted with a service provider. Our agreements with them prohibit the information that we collect from being used by them in any way that we have not authorised.

#### Transfer of your personal information outside New Zealand

We may from time to time transfer personal information to third parties outlined above who are located outside New Zealand. If we do so, we will ensure your personal information will be protected by comparable safeguards to those in New Zealand law. If your personal information will not be protected by comparable safeguards to those in New Zealand law, we will tell you that this is the case and only transfer your personal information with your consent.

### **Storage and protection of your personal information**

We may record and store personal information we collect from you. We take reasonable steps to ensure your personal information is stored securely and is protected from misuse, loss and unauthorised access, modification or disclosure. This includes storing electronic data on servers located in secure premises, firewall and antivirus protection and secure passwords and login processes (including multi factor authentication).

We cannot promise that your personal information will be completely free from access by an unauthorised person (e.g. a hacker). However, we use reasonable safeguards to minimise the risk of this occurring.

If a privacy breach occurs which has caused or may cause serious harm to you, we will notify you of this as soon as practicable either directly or, if that is not reasonably practicable, by public notice.

We keep personal information only for as long as it is needed and will take reasonable steps to securely destroy or delete personal information where it is no longer required. Personal information may continue to be stored in a backup computer system, and we may be required by law to retain certain personal information.

### **Your right to access and correct your personal information**

We take reasonable steps to keep your personal information accurate, complete, and up to date.

Aside from some circumstances set out in the Act, you have a right to access and correct the personal information we hold about you. To do so, please mail or email our Privacy Officer at the following address or email address:

**NPD Limited, PO Box 3412, Richmond 7050**

**Email: [info@npd.co.nz](mailto:info@npd.co.nz)**

In some cases, there may be a charge associated with providing copies of your personal information to you. If so, we will let you know before sending your information to you.

## **Internet use and cookies**

Cookies are small files that reside on your computer and can be used by a website to remember things like your preference for that site. For example, a cookie can be used to store registration information so that you do not need to re-enter that information on a subsequent visit to the site. We may send cookies to your computer while you are accessing our website.

Except as set out in this policy, we do not use cookies to collect any personal information about you. We may collect non-attributed (anonymous) information regarding your use of our website.

For example, we may use third party cookies from third party services such as Google Analytics. These cookies may collect anonymous data, including users' browsing activities, in order to give us insight into behavioural information relating to users' interests in our services and use of our websites. This helps us to understand browsing behaviour and customer preferences to improve users' experience while using our services, including making our websites easier to navigate.

You can access Google's Privacy Policy here: <https://policies.google.com/privacy?hl=en-US>.

## **Changes to our Privacy Policy**

We may change this Privacy Policy at any time and notify you by posting an updated version of the policy on our website. Any change applies from the date we post it on our website.

Updated: April 2026