

## **Profarm Privacy Policy**

*Profarm supports the protection of your privacy rights as an internet user. We respect your privacy and have therefore adopted this Privacy Policy to govern the relationship between us.*

This Policy applies to personal information submitted by you on this website operated by Profarm, and to any information automatically retrieved during your visits to this website.

The website operated by Profarm is [www.profarm.co.nz](http://www.profarm.co.nz). All other websites are to be regarded as third party websites.

All personal information collected from your use of the Profarm website is held in accordance with the requirements of the Privacy Act 1993. If you want to communicate with us about our Privacy Policy, please email [papakura@profarm.co.nz](mailto:papakura@profarm.co.nz)

### **Consent to Privacy Policy**

By using this website you are agreeing to this Privacy Policy. If you do not agree to the Policy, please do not use this site.

### **Personal Information**

We will not use any information collected about you from your use of the website referred to above unless you have actively agreed to it being used in a specific manner. We will not contact you to promote a product or service unless you have expressly requested that contact. Profarm takes care to ensure that it adheres to the provisions of the Unsolicited Electronic Messages Act 2007 and will only collect and use information from you on this website in accordance with the Act and the Privacy Act 1993.

We will not under any circumstances release, sell, publish, or give away personal information to any other person or organisation unless required by law or subject to the consent of the information supplier. Information obtained from website users may be collated and used for statistical purposes, but will not identify the user in any way.

We will not collect from you any sensitive information relating to the prohibited grounds of discrimination set out in the Human Rights 1993 (namely, sex, marital status, religious or ethical belief, colour, race, ethnic or national origins, disability, age, political opinion, employment or family status, sexual orientation), other than with your express consent or where collection is either authorised by law or is reasonably necessary to enforce the law or to establish or defend a legal claim.

## **Access to Personal Information**

You may request access to any personal information held about you and your request will be granted unless there are reasonable grounds to deny access. If you consider any information held is inaccurate, you may ask for a correction and you may at any time ask to be removed from any mailing or distribution list on which, previously, you have asked to be included. Written requests for access, correction and removal should be accompanied by proof of identity and should be made to [papakura@profarm.co.nz](mailto:papakura@profarm.co.nz)

## **Non-Personal Information**

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 server logs 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 website that you visited).

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 elements or pages are most popular and to measure the effectiveness of advertising. We do not disclose information about individuals except for the reasons set out above.

## **Disclosure of Information to Third Parties**

Our website may contain links to third party websites that are not operated or controlled by us. Please note that Profarm is not responsible for the privacy or security practices of those third party websites and the sites are not covered by this Privacy Policy. Third party websites should have their own privacy and security policies and we encourage you to read them.

Other companies or organisations that place advertising on our websites may collect information about you when you contact them. It is emphasised that we cannot control this collection of information. You should contact these companies or organisations directly if you have any questions about their use of the information they collect.

## **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 document for the latest information on privacy practices at Profarm.

If you have any questions about our privacy policy or any other matter, please email [papakura@profarm.co.nz](mailto:papakura@profarm.co.nz)

## **Website Terms & Conditions**

### **Content Disclaimer**

The information contained in this website is for general information purposes only. While we endeavour to keep the information up-to-date and correct, we make no representations or warranties of any kind, express or implied, about the completeness, accuracy, reliability, suitability or availability in store with respect to the website or the information, products, services, or related graphics contained on the website for any purpose. Any reliance you place on such information is therefore strictly at your own risk.

In no event will we be liable for any loss or damage including without limitation, indirect or consequential loss or damage, or any loss or damage whatsoever arising from loss of data or profits arising out of, or in connection with, the use of this website.

### **Third Party Websites**

Through this website you are able to link to other websites (third party) which are not under our control. We have no control over the nature, content and availability of those sites. The inclusion of any links does not necessarily imply a recommendation or endorse the views expressed within them.

### **Technical Issues**

Every effort is made to keep the website up and running smoothly. However, we take no responsibility for, and will not be liable for, the website being temporarily unavailable due to technical issues beyond our control.