

## **PRIVACY POLICY**

### **PRIVACY ACT 1993 ("THE ACT")**

If we hold personal information about you, we comply with the Act. This Privacy Policy sets out information about how we do that. Further information about privacy and your rights under the Act can be found at [www.privacy.org.nz](http://www.privacy.org.nz).

### **INFORMATION WE COLLECT**

#### ***As a Powershop Customer***

While you are a Powershop customer we will collect and hold personal information about you and your property. Powershop may collect information directly from you (including through our agents such as telemarketers), from our websites, and from third parties who are involved in your electricity supply (such as your lines company, meter equipment owners and meter readers). We may collect information in a variety of ways e.g. through promotions, surveys, recordings of customer calls, sales calls, emails, live chats, posts on our blog, filling out the 'contact us' forms on our websites, posts on our social media sites or feedback given via our mobile apps.

#### ***Whether or not you are a Powershop Customer***

We, and our third party partners, collect some information about you whether or not you are a Powershop Customer. This is through our mobile applications and websites. We set out more information below.

#### ***If You Try to Sign Up***

If you decide to try to sign up to become a Powershop customer and you enter your contact details but you do not successfully complete the sign-up process, we may contact you to see if we can help you finish signing up and/or to get your feedback. If we do this, we will use the personal details you have entered on the sign up page to contact you.

#### ***Through Our Mobile Applications***

If you download and use our mobile applications we collect and use information obtained through them to help us understand how you are using them, track and administer them, diagnose problems and for the other purposes set out under 'Use of your information' below. The information about your mobile device includes the model and brand, the operating system version, the screen resolution, the date and time on it, video graphics card and memory available, the internet protocol address, and the email address you send any crash reports from. If you are a Powershop customer, we also collect your customer and consumer number and Powershop account customer name. We use Google Analytics tools in our mobile applications (see below for more information about what Google Analytics collects).

#### ***When You Visit Our Websites***

When you visit our websites we collect information to help us understand how our websites are working and how we could improve it and/or our services. We use this information to analyse trends, better configure our service and messages, track the performance of referring websites, administer our websites and monitor your interactions with our websites.

To collect this information about our websites and mobile applications and help us analyse them, we use services such as Google Analytics and Optimizely which collect a range of anonymised information, such as the number of visitors on our sites per day, which pages they visit, some content they enter, see and interact with when they visit and use our sites, their computer's internet protocol address and operating system, the date and time of your visit, browser type and language, referring website addresses, and the types of devices using our websites and mobile applications. They also infer or collect demographic profiles about our website users, (e.g. age and gender) which are inferred through a range of techniques including cookies from websites you visit and in the case of Google Analytics from other Google services. See below for a description of the types of cookies we use.

### **About Cookies**

A cookie is a small piece of information stored on your computer which helps us improve your user-experience when you use our websites. Our websites use cookies and other equivalent technologies. Some are "session cookies" which expire after 30 minutes of no activity on the Powershop websites, while others are cookies that last longer. See the section on 'Information we collect' above to find out the sorts of things we use the cookies to track.

Cookies cannot damage files, nor can they read information from the hard drive of a computer. It is possible to disable the acceptance of cookies. However, doing so may restrict your ability to access some web pages.

We use remarketing as a method of targeting our advertising. Remarketing is a way for us to connect with visitors, based upon your past interactions with Powershop's websites. As a result, third-party vendors, including Google, may use cookies to show Powershop ads to you as you visit third party sites on the internet.

### **USE OF YOUR INFORMATION**

The information we hold about you and your property will be used to provide our services to you and for related purposes, for example:

- confirming your identity;
- supplying you with electricity and other services you have requested and determining your eligibility for electricity pricing e.g. low user plans;
- carrying out credit checks or otherwise assessing your creditworthiness (we will tell you before we do this) and/or for debt recovery purposes including for supplying credit information to credit reporting agencies in accordance with the Credit Reporting Privacy Code;
- communicating with you, including by text message where we have obtained your mobile phone number;
- complying with our obligations to you and other third parties involved in the supply of electricity to you and your property;
- debt collection;
- improving customer service;
- provide you with information on third party products and services;
- for our general business purposes, e.g. aggregating customer consumption information to track trends, optimising the performance of our website and mobile applications.

Powershop will not sell, lend, trade or otherwise disclose your personal information to any other person or agency except as set out in this privacy policy.

## **DISCLOSURE OF YOUR INFORMATION**

Powershop will not share your personal information, except when:

- you tell us we can do this;
- we reasonably believe we are required to do so by law;
- we want to carry out a credit check to consider your credit worthiness. The credit agency may use or disclose any information you provide to others using their services. You can ask the credit agency for a copy of the information they hold about you;
- we need to do so to supply energy to you or it is a matter covered by our customer contract;
- we want to keep you informed about products or services;
- we want to recover money from you when you have not paid us, or if we want to list any payment defaults with a credit agency;
- you are switching to another energy retailer;
- you have switched to another energy retailer and consented to that energy retailer receiving a copy of your data for the period of time that you were supplied by Powershop at the same property;
- the distribution company needs or has requested the information. Some examples of when we may do this are if the information is to help supply energy or to distribute money on their behalf;
- it is anonymised and is necessary to use a third party service such as Google Analytics and Optimizely;
- this is necessary to assist an adjudicator to resolve a complaint you make about us.

After you cease to be a customer we will still use your personal information for our general business purposes (such as in aggregated consumption data), to call you if you switch away to finalise your account and get your feedback, and if you owe us money we will still use your personal information to recover money from you or if we want to list any payment defaults with a credit agency.

Other than as outlined above, we will not share your information with anyone else. This includes information about the account with anyone living at the property, except if they are also named on the account. You may ask us for access to any personal information we hold about you. If you think that information is inaccurate or incorrect, you may ask us to consider correcting or deleting it from Powershop's database. You can do this by sending an e-mail to the following address: [info@powershop.co.nz](mailto:info@powershop.co.nz).

## **STORAGE AND SECURITY OF YOUR PERSONAL INFORMATION**

We will keep personal information secure. Most personal information will be held in our customer application which is stored and processed in New Zealand and Australia. However some personal information will be held in our physical files at our offices. Our staff have unique user identifications and passwords. We regularly train our staff on their responsibilities under the Act. Our physical premises are protected by reasonable security precautions. We do use some services which involve the transfer, processing and storage of some personal information outside of New Zealand - these are likewise protected by unique user identifications and passwords.

When Google receives personal information, that information is transferred, processed and stored on Google servers around the world by Google in accordance with Google's privacy policy available at <http://www.google.com/privacy.html>.

When Optimizely receives aggregated anonymised personal information, that information is transferred, processed and stored on servers around the world by Optimizely in accordance with Optimizely's privacy policy available at <http://www.optimizely.com/privacy>.

## **STORAGE AND SECURITY OF YOUR KEYS AND ALARM CODES**

Where Powershop's meter readers cannot access your meter outside the building, they will leave behind a key pack at the property by which you can send the key to our meter readers. Each key pack left behind is allocated to a particular meter reader so that when you send it with the key it can be tracked. When our meter readers receive a key pack from you, they allocate a specific key number to the pack and dispatch it to the relevant local area office, where it is stored in a locked safe. At the local offices a logbook is kept where authorised staff sign the keys in and out when they are required for meter reading. Keys can only be identified as relating to a customer or property on our meter readers' key database, never on the actual key or key pack. Only authorised staff can access the key database.

You are able to enter your alarm code in your account settings online. Where we receive your alarm code, we store and handle it securely.

If and when you wish to have your key returned or destroyed, our crew will (after verifying you as the customer) either return the key to an address that is different from the relevant property or destroy the key.

## **CONTACTING YOU BY EMAIL**

Sometimes we send our customers information. We may do this by email. Some information you will always receive by email, such as notification about energy you have used, or notification under our customer terms. We may also send you by email newsletters or other information we think you may be interested in. Newsletters and other information you receive will have instructions for how you can remove yourself from that mailing list. If you ask to be removed from a mailing list, we will do this.

## **YOUR USERNAME AND PASSWORD**

If you are a Powershop customer, you are responsible for your user name, email address and password. Your user name and password can only be used in connection with purchasing products for the supply of energy to your property or properties. You should not tell anyone else your password or user name, and if you do, you are responsible for paying for energy they buy from us.

## **CREDIT CARD SECURITY**

When you use your credit card, the credit card information is transmitted using Secure Socket Layer (SSL) protocol, this encrypts your information. Powershop keeps only some of your credit card details. However your full credit card details will be encrypted and securely stored by our online payment providers (currently Paystation Limited and Direct

Payment Solutions (DPS)).

Make sure you always logout when you have finished using the Powershop customer website, especially if you access Powershop from a shared computer.

### **CHANGING THIS POLICY**

We can change this privacy policy at any time. We will tell you about changes by posting an updated policy on our customer website, so we encourage you to periodically review this page for the latest information on privacy practices at Powershop. Changes apply 30 days from the date we post it on our customer website.

If you have any questions about our privacy policies or any other matter, please [contact us](#).