

TLA Limited

Privacy Policy

Last updated: 27/04/2020

Introduction

TLA Limited (we, us, our) complies with the New Zealand Privacy Act 1993 (the Act) when dealing with personal information. Personal information is information about an identifiable individual (a natural person).

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.

Changes to this policy

We may change this policy by uploading a revised policy onto the website. The change will apply from the date that we upload the revised policy.

Who do we collect your personal information from

We collect personal information about you from:

- you, when you provide that personal information to us, including via the website and any related service, through any registration or subscription process, through any contact with us (e.g. telephone call or email), or when you buy or use our services and products (e.g. nous™)
- third parties where you have authorised this or the information is publicly available.

If possible, we will collect personal information from you directly.

How we use your personal information

We will use your personal information:

- to verify your identity
- to provide services and products to you
- to market our services and products to you, including contacting you electronically (e.g. by text or email for this purpose)
- to improve the services and products that we provide to you
- to undertake credit checks of you (if necessary)
- to bill you and to collect money that you owe us, including authorising and processing credit card transactions
- to respond to communications from you, including a complaint
- to conduct research and statistical analysis (on an anonymised basis)
- to protect and/or enforce our legal rights and interests, including defending any claim
- for any other purpose authorised by you or the Act.

Disclosing your personal information

We may disclose your personal information to:

- any business that supports our services and products, including any person that hosts or maintains any underlying IT system or data centre that we use to provide the website or other services and products
- a credit reference agency for the purpose of credit checking you
- other third parties (for anonymised statistical information)
- a person who can require us to supply your personal information (e.g. a regulatory authority)
- any other person authorised by the Act or another law (e.g. a law enforcement agency)
- any other person authorised by you.

A business that supports our services and products may be located outside New Zealand. This may mean your personal information is held and processed outside New Zealand.

Protecting your personal information

We will take reasonable steps to keep your personal information safe from loss, unauthorised activity, or other misuse.

Internet use

While we take reasonable steps to maintain secure internet connections, if you provide us with personal information over the internet, the provision of that information is at your own risk.

If you follow a link on our website to another site, the owner of that site will have its own privacy policy relating to your personal information. We suggest you review that site's privacy policy before you provide personal information.

Products and services usage data

When you use our services and products (e.g. Talking Mimes Must Die) we may collect

- technical properties of the hardware and software used in combination with our products or services (e.g. type and model of hardware, version of the operating system, etc.)
- sensor data from the devices used in combination with our products
- usage and activity data from your use of our products

This data may be automatically uploaded from your device to our servers. We use this data to provide and improve our products and services. Each time data is uploaded, we also log data about the transmission. This may include the time and date of upload, your device's battery level, and the Internet Protocol (IP) address used when uploading.

Website analytics

We analyse non-identifiable web traffic data to improve our services. We use Google Analytics, a third party service to analyse the web traffic data for us.

We may collect, hold, and use statistical information about visits to help us improve the site, for instance:

- your IP address
- the search terms you used
- the pages accessed on our site and the links you clicked on

- the date and time you visited the site
- the referring site (if any) through which you clicked through to this site
- your operating system (eg Windows XP, Mac OS X)
- the type of web browser you use (eg Chrome, Internet Explorer, Mozilla Firefox)

The data collected is aggregated and is not personally identifiable. IP addresses are masked so that they cannot be used to identify individuals.

Use of cookies

We use cookies (an alphanumeric identifier that we transfer to your computer's hard drive so that we can recognise your browser) to monitor your use of the website. You may disable cookies by changing the settings on your browser, although this may mean that you cannot use all of the features of the website.

Accessing correcting or deleting your personal information or collected data

Subject to certain grounds for refusal set out in the Act, you have the right to access your readily retrievable personal information or collected data that we hold and to request a correction to or deletion of your personal information, or deletion of your collected data. Before you exercise this right, we will need evidence to confirm that you are the individual to whom the personal information or collected data relates.

In respect of a request for correction, if we are reasonably able to change the personal information, we will make the correction or deletion. If we do not make the correction, we will take reasonable steps to note on the personal information that you requested the correction. In respect to deletion, if we hold such information or collected data that is linked to your identity and are thus reasonably able to delete it, the deletion will be actioned on evidential confirmation that you are the individual to whom the data relates too.

If you want to exercise any of the above rights, email us at intel@tla.net.nz. Your email should provide evidence of who you are and set out the details of your request (e.g. the personal information, correction, or deletion that you are requesting).

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