

## **Privacy Policy**

New Zealand Adventures Limited (trading as Wild Adventures New Zealand) is committed to protecting your privacy. This policy applies to the Wild Adventures New Zealand website found at [www.wildadventuresnz.co.nz](http://www.wildadventuresnz.co.nz). Please read our privacy policy carefully for a clear understanding of how we collect, use, store and protect your personal information.

We collect personal information from you, including information about your:

- Name
- Contact information (home address, email address and phone number/s)
- Demographic information (age, gender, preferences, interests)
- Billing or purchase information

There is also information collected automatically about your computer hardware and software such as your IP address, browser type, domain names, access times and referring website addresses. This information is collected when you fill in a form or enter information onto our website.

We collect your personal information in order to:

- Send you administrative communications including confirmation emails, updates and booking arrangements
- Respond to your comments or inquiries
- Process payments for purchases you make through our website
- Create your account, identify you as a user of our website, and customize the website to you
- Operate and maintain our website
- Track and measure the performance of our website
- Send you promotional information such as email newsletters which you can unsubscribe from at any time
- Notify you of new informations or services that may interest you
- Review the effectiveness of our marketing programs and analyse other demographic trends

Besides our staff, we share this information with:

- Third-party business partners in order to book your experiences for you.

Otherwise we will not sell, trade, or otherwise transfer your personal information to outside parties unless we provide notice in advance. This excludes website hosting partners and parties assisting us in the operating of our website, business or service. We may be required to release information when complying with the law, enforcing our site policies, or protecting ours and others' rights, property or safety. Non-personal information may be supplied to other parties for marketing or advertising.

We offer third-party products and services on our website as part of our tours and our '*Be Your Own Guide*' service. These third-parties have separate and independent privacy policies. We have no responsibility or liability for the activities and content of these linked sites. However, we endeavour to maintain the integrity of our site and welcome feedback about these third-parties.

We use the following third-party services:

- IBIS Booking system
- Payment express payment gateway
- ASB merchant services
- Google Analytics
- Remarketing: we use remarketing tracking cookies and conversion pixels from vendors including Google, Facebook and Instagram to present offers to you from our products via social networks or over the Google Content Network. You may see an ad for our services on one of these networks after visiting our website. Your personal identifiable information is not used for this remarketing service aside from presenting you with special offers and messages.

We use "cookies" to personalize your online experience. A cookie is a text file placed on your hard disk by a web page server. Cookies cannot be used to run programs or deliver viruses to your computer. Cookies are uniquely assigned to you and can only be read by a web server in the domain that issued the cookie to you.

One of the primary purposes of cookies is to provide a convenience feature to save you time. You have the ability to accept or decline cookies. Most Web browsers automatically accept cookies, but you can usually modify your browser setting to decline cookies if you prefer. If you choose to decline cookies, you may not be able to fully experience the features of our website at Wild Adventures New Zealand.

Your personal information is contained behind secured networks and is only accessible by a limited number of persons who have special access rights to such systems and are required to keep the information confidential. We keep your information for two years at which point we destroy it by securely erasing all digital information.

You have the right to ask for a copy of any personal information we hold about you, and to ask for it to be corrected if you think it is wrong. If you'd like to ask for a copy of your information, or to have it corrected, please contact us at [office@wildadventuresnz.co.nz](mailto:office@wildadventuresnz.co.nz), or on 02108530329.