

Policy 15: UFG Privacy Policy
Department / division: UFG
Last updated: 26 June 2023

UFG Privacy Policy (External)

INTRODUCTION

United Flower Growers Limited (UFG) complies with all relevant laws, including the Privacy Act 2020 (the Act), when dealing with personal information. Personal information is information about an identifiable individual.

UFG is committed to the protection of personal privacy and supports a work environment that abides by the Act and in particular the Information Privacy Principles contained in Act.

This Privacy Policy describes how UFG treats personal information that it receives. The objective of this policy is to provide a fair, consistent and transparent guideline for handling personal information in compliance with the Act.

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.

Personal information of current UFG employees, directors, and contractors is covered by UFG's internal privacy policy rather than this policy. Please see the UFG intranet or contact UFG's privacy officer (see section 9) for a copy of the internal privacy policy if relevant to you.

1. Changes to this policy

UFG may change this policy at any time by posting an updated version of the policy on the website at ufg.co.nz. Changes will apply from the date the revised policy is posted on the website.

2. Collecting your information

Types of information UFG collects

UFG may collect and hold information from different people including (but not limited to):

- customers/buyers

- suppliers and growers (and their employees and contractors)
- business partners
- prospective employees, directors or contractors
- other people who deal with UFG from time to time.

Customers/buyers

If you are a current or prospective customer of UFG or buyer through UFG, UFG may collect:

- identifying information about you, such as your name, address, and contact details
- payment details and other financial information
- information you provide in relation to any application process, including a credit application
- information about your transactions with UFG
- information relating to your purchase/use of UFG's products and services.

Growers/suppliers

If you are a current or prospective grower and/or supplier of UFG, UFG may collect:

- personal information about you, including your name, address, job title and contact details
- payment details and other financial information
- information you provide in relation to any application process to become a grower/supplier of UFG
- information about your property, including information relating to flowers grown on your property
- other information about your business relationship with UFG, including information about your transactions with UFG.

Other

UFG may collect other personal information from time to time. UFG will only collect information where needed for the particular purpose the information was provided for or where required by law.

In some cases, the information that UFG collects is business-related including, but not limited to:

- The name of the business /place of work
- Contact details for the business/place of work
- Information about the business relationship with UFG

Although this type of information is not covered by the Act, UFG aims to manage this information responsibly and respecting any confidentiality.

How UFG collects your information

UFG will generally collect personal information from you directly including:

- when you use the website and any related service
- through any registration, application, or subscription process (or similar)
- when you commence a business or service relationship with UFG
- through any contact or interactions with UFG (e.g. telephone call, email, face-to-face meetings, or interviews)
- when you buy or use UFG's services and products
- through surveillance devices that may be situated on UFG's premises
- while conducting customer satisfaction and market research surveys
- through promotions.

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

3. What does UFG use personal information for?

UFG collects personal information for a number of purposes/uses connected with its business, including:

- to verify your identity and any registration, application, or subscription details (or similar)
- to meet UFG's legal obligations, including any reporting obligations
- to provide news and updates to you in the future
- for marketing, publicity, or market research
- to manage and improve products and services
- to respond to communication from you
- for other purposes for which you have given permission, or which is required or allowed by law.

Customers/buyers

If you are a customer of UFG or buyer through UFG, UFG may also use your personal information:

- to administer your account (including credit checks, processing, administering, and collecting payments from you)
- to provide and market UFG's products and services, including contacting you electronically (e.g. by text or email for this purpose)

Growers/suppliers

If you are a current or prospective grower and/or supplier of UFG, UFG may also use your personal information:

- to purchase products or services from you
- to administer your account (including administering and making payments to you)

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

UFG may also use your information in an anonymised aggregated form, to carry out analysis of products, services, and customer interactions.

Prior to using any personal information, UFG will take reasonable steps to ensure that, having regard to the purpose for which the information is proposed to be used, it is accurate, up to date, complete, relevant and not misleading.

4. Disclosing your personal information

UFG may disclose your personal information to:

- its employees, directors, contractors, suppliers, customers, and agents who have a need to know such information
- affiliated and related companies
- any business that supports UFG's services and products, including any person that hosts or maintains any IT system or data centre, or that UFG uses to provide the website or other services and products
- other third parties to analyse web site traffic, which may involve the use of cookies
- other companies or individuals who assist in providing services or who perform functions on behalf of UFG, such as mailing houses and specialist consultants
- legal and accounting advisors
- 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.

5. Storing and protecting your personal information

UFG staff and UFG directors are required to respect the confidentiality of personal information and the privacy of individuals.

UFG will take reasonable steps to ensure your personal information is stored securely and to keep your personal information safe from loss, unauthorised access, modification, disclosure, or other misuse.

If a privacy breach occurs which has caused or may cause serious harm to you, UFG will notify you of this as soon as practicable (subject to any exceptions in the Act) either directly or, if that is not reasonably practicable, by public notice.

UFG may store your personal information using a third-party service provider (including providers outside New Zealand). UFG's agreements with third-party service providers prohibit the information that UFG collects from you being used by them in a way that UFG has not authorised.

UFG keeps 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. UFG may be required by law to retain certain personal information.

6. Transfer of personal information outside New Zealand

UFG may from time to time transfer personal information to third parties outlined above who are located outside New Zealand. If it do so, UFG will ensure your personal information will be protected by comparable safeguards to those in New Zealand law.

7. Accessing and correcting your personal information

Subject to certain grounds for refusal set out in the Act, you have the right to access your readily retrievable personal information held by UFG and to request a correction to your personal information. Before you exercise this right, you may be asked to provide evidence to confirm that you are the individual to whom the personal information relates.

In respect of a request for correction, if UFG believes that the correction is reasonable and is reasonably able to change the personal information, UFG will make the correction. If UFG does not make the correction, it will record that you requested the correction.

If you want to access or correct your personal information, email the UFG Privacy Officer at atprivacyofficer@ufg.co.nz. Your email should provide evidence of who you are and set out the details of your request (e.g. the personal information, or the correction, that you are requesting).

In some cases, there may be a charge associated with providing copies of your personal information to you. If so, UFG will advise you of the charges before sending your information to you.

UFG's privacy officer has the role of ensuring that UFG complies with the principles of information privacy, addressing any enquiries about privacy and personal information made under the Act and working with the Privacy Commissioner as required on any complaints about privacy.

8. Internet use

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

If you follow a link on the website to another site, the owner of that site will have its own privacy policy relating to your personal information. You should review that site's privacy policy before you provide personal information to them or any other third party.

UFG uses cookies (an alphanumeric identifier that is transferred to your computer's hard drive so that UFG 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.

9. Contact details

If you have any questions about this privacy policy, or any other related matter, please feel free to contact UFG's privacy officer at privacyofficer@ufg.co.nz.