



# The Canterbury Agricultural and Pastoral Association

## Privacy Policy

This Privacy Policy describes how your personal information is collected, used, shared and stored when you become a member, tradesman or competitor with us, or purchase a ticket to the New Zealand Agricultural Show or visit, use and make a purchase from our website ([www.theshow.co.nz](http://www.theshow.co.nz)).

### **Collection of Information**

When you interact with us may collect information about your:

1. Name;
2. Age;
3. Gender;
4. Contact details;
5. Billing and payment information; and
6. Location.

### *Device Information*

When you visit our website we will automatically collect certain information about your device, including information about your web browser, IP address and time zone. We will also automatically collect information when you browse our website, including information about the individual web pages or products that you view, what websites or search terms referred you to our website, and information about how you interact with our website. We refer to this automatically collected information as “Device Information”.

We will collect Device Information using the following technologies:

1. Cookies;
2. Log files;
3. Web beacons;
4. Tags; and
5. Pixels.

Cookies are text files that are stored on your device or computer via your browser. They help us to analyse site usage more accurately and often include an anonymous unique identifier. Most web browsers are set to accept cookies. If you do not wish to receive cookies you can set your browser to refuse them or to warn you when you are about to receive one. To learn more about cookies and how you can manage them, visit [www.allaboutcookies.org](http://www.allaboutcookies.org).

Log files track actions occurring on our website and collect data including your IP address, browser type, Internet service provider, referring/exit pages, and date/time stamps.

Web beacons, tags and pixels are electronic files used to record information about how you browse our website.

## *Order Information*

When you make a purchase or attempt to make a purchase through our website we will collect certain information from you, including your name, billing address, shipping address, payment information (including credit card numbers) email address, and phone number. We refer to this information as “Order Information.”

When we talk about “Personal Information” in this Privacy Policy, we are talking both about Device Information and Order Information.

## **Use of Information**

We will collect your Personal Information in order to:

1. Verify your identity;
2. Communicate with you;
3. Provide and improve our services and products;
4. Process your application to become a member, tradesman or competitor with us; and
5. Send you information and advertising about our services, products and events.

We will use your Device Information to help us to improve and optimize our Site (for example, by generating analytics about how you browse and interact with our website), to screen for potential risk and fraud (in particular, your IP address), and to assess the success of our advertising campaigns. We use Google Analytics to help us do so. To learn more about how Google uses your Personal Information, visit <https://www.google.com/intl/en/policies/privacy/>. To opt-out of Google Analytics, visit <https://tools.google.com/dlpage/gaoptout>.

We will use your Order Information to fulfil any orders placed through our website (including processing your payment information, arranging for shipping, and providing you with invoices and/or order confirmations) and to screen our orders for potential risk or fraud.

If you choose not to give us your Personal Information you may not be able to become a member, tradesman or competitor with us, we may not be able to provide our products or services to you and you may not be able to attend our events.

## **Sharing of Information**

We will share your information with third parties who support the services and products that we provide, such as:

1. Flicket;
2. Mailigen;
3. Google Analytics; and
4. Software and data storage providers.

We may also share your information to third parties if you authorise us to do so or if we are required to do so by law.

## **Storage of Information**

We will take reasonable precautions to protect the personal information that we store from misuse, loss, unauthorised access, modification or disclosure.

### **Changes to our Policy**

We reserve the right to update this privacy policy from time to time, for example, to reflect changes to our practices or for other operational, legal or regulatory reasons.

### **Contact Us**

You have the right to ask for copies of the personal information that we hold about you and to ask for it to be corrected if you think it is wrong.

If you would like to ask for copies of your personal information or to have it corrected, to ask questions about our privacy practices or to make a complaint, please contact us at [gm@theshow.co.nz](mailto:gm@theshow.co.nz) or by mail using the details below:

**Privacy Officer**

**The Canterbury Agricultural and Pastoral Association**

**PO Box 9002 Tower Junction**

**Christchurch 8149**