

## PRIVACY POLICY

### In this policy:

- "we" or "Spark Digital" means [Spark Digital](#), a division of [Spark New Zealand Trading Limited](#)
- "you" means you, the person that we have invited to participate in our online FWD Client Voice research panel surveys and discussion groups

### Other policies applying:

This privacy policy applies in conjunction with our [Spark Digital FWD Client Voice Terms and Conditions](#). It does not alter or affect any other policies or terms and conditions that apply when we provide you or your organisation with goods and services.

### Collection of your information:

This privacy policy relates to the personal information that you provide to Spark Digital when you participate in Spark Digital's online research programme FWD Client Voice. By participating in FWD Client Voice research panel surveys and discussion groups you acknowledge that you have read the terms of this privacy policy and you consent to the collection and use by us and our contractor [Camorra Research Limited](#) of your personal information in accordance with the terms of this privacy policy.

In order to qualify for the FWD Client Voice research panel you will be asked to register online and complete a profile questionnaire which we will use to determine your suitability for the FWD Client Voice research panel. In the event that you do not qualify to become an FWD Client Voice research panel member any identifiable information that you have provided to us during the registration process and in the profile questionnaire, such as your name, address and email address, will be deleted from the FWD Client Voice database.

If you successfully qualify for the FWD Client Voice research panel we will collect and store the information that you have provided to us in the profile questionnaire and the information that you provide to us each time you complete a survey or participate in discussion groups.

### Use of your information:

We may disclose your information to our contractor [Camorra Research Limited](#), a New Zealand based market research company, to carry out market research on Spark Digital's behalf. We will take reasonable steps to require Camorra Research Limited to comply with our instructions and not to use your personal information for any other purposes. The aggregated results of our market research may be shared within Spark Digital and/or provided to a third party, including the media, but will never contain information identifying you as an individual.

The information we collect is stored in a secure database by our software provider [Vision Critical](#), located at 858 Beatty Street, Vancouver, British Columbia, Canada. Vision Critical hosts Spark Digital's FWD Client Voice website, and, together with Camorra Research Limited, manage the FWD Client Voice database. Vision Critical and Camorra Research Limited will only use your information to analyse and report survey results to Spark Digital, and it will not be disclosed to any party other than Spark Digital or used for any purpose other than market research.

### Use of email addresses:

In order to invite you to take part in surveys and discussion groups we will use your email address. As your organisation is a Spark Digital customer we may already hold your email address in our customer database but this is not linked in any way to the information that we hold in the FWD Client Voice database.

### Ending your FWD Client Voice membership:

You may end your FWD Client Voice membership at any time by emailing [support@FWD-Voice.sparkdigital.co.nz](mailto:support@FWD-Voice.sparkdigital.co.nz) with "Request Remove" in the subject line.

Once you have unsubscribed from FWD Client Voice any identifiable information, such as your name, address and email address, will be deleted from the FWD Client Voice database. Any aggregated information arising out of your participation in FWD Client Voice surveys may still be kept but you will not be identifiable as an individual by any party, including Spark Digital, Camorra Research Limited or Vision Critical.

**Changing this policy:**

We may change this privacy policy at any time by adding to, removing or amending the existing terms. Amendments may take the form of a completely new policy. We will tell you about any changes that we make by posting an updated policy on our website. Changes will be effective from the date that the updated policy is posted.

Under the [Privacy Act 1993](#) you have rights of access to and correction of the personal information that the FWD\_View research programme holds about you. If you wish to access or correct such information or if you have any questions about Spark Digital's FWD Client Voice privacy policy please contact us at [support@FWD-Voice.sparkdigital.co.nz](mailto:support@FWD-Voice.sparkdigital.co.nz).