

OPT4 (2018) LTD PRIVACY & COOKIES POLICY

INTRODUCTION

*Opt4 (2018) Ltd complies with the New Zealand Privacy Act 2020 (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 reserve the right to modify this privacy policy at any time. Changes and clarifications will take effect immediately upon uploading the revised policy onto the website.

This policy was last updated on 17th April 2026.

WHO DO WE COLLECT YOUR PERSONAL INFORMATION FROM

We receive, collect and store any information you enter on our website or provide us in any other way. In addition, we collect the Internet protocol (IP) address used to connect your computer to the Internet, login e-mail address, connection information and purchase history. We may use software tools to measure and collect session information, including page response times, length of visits to certain pages, page interaction information, and methods used to browse away from the page. We also collect personally identifiable information (including name, email, communications); payment details (including credit card information), comments, feedback, product reviews, recommendations, and personal profile.

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*
- *third parties where you have authorised this or the information is publicly available.*

If possible, we will collect personal information from you directly. If we collect personal information from a third party, we will comply with our notification obligations under the Privacy Act 2020.

NOTIFICATION OF INDIRECT COLLECTION

Where we collect personal information about you from a third party (rather than directly from you), we will take reasonable steps to notify you of:

- the fact that we have collected your information
- the purpose of collection
- the intended recipients of the information
- your rights to access and request correction

This may not apply where:

- you already know this information
- it is not reasonably practicable to notify you
- we are permitted or required by law not to notify you

HOW WE USE YOUR PERSONAL INFORMATION

We may 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 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.*

When you conduct a transaction on our website, as part of the process, we collect personal information you give us such as your name, address and email address. Your personal information will be used for the specific reasons stated above only.

DISCLOSING YOUR PERSONAL INFORMATION

We may disclose your personal information to:

- *another company within our group*
- *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.*

PROTECTING YOUR PERSONAL INFORMATION

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

We use 2 step authentications on all platforms and cloud storage solutions that Opt4 (2018) Ltd utilise.

Our website is hosted on the Wix.com platform. Wix.com provides us with the online platform that allows us to sell our products and services to you. Your data may be stored through Wix.com's data storage, databases and the general Wix.com applications. They store your data on secure servers behind a firewall.

All direct payment gateways offered by Wix.com and used by our company adhere to the standards set by PCI-DSS as managed by the PCI Security Standards Council, which is a joint effort of brands like Visa, MasterCard, American Express and Discover. PCI-DSS requirements help ensure the secure handling of credit card information by our store and its service providers.

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 that we hold and to request a correction to your personal information. Before you exercise this right, we will need evidence to confirm that you are the individual to whom the personal information relates.

In respect of a request for correction, if we think the correction is reasonable and we are reasonably able to change the personal information, we will make the correction. If we do not make the correction, we will take reasonable steps to note on the personal information that you requested the correction.

If you want to exercise either of the above rights, email us at admin@opt4.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).

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

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 post your personal information on the website's message board, you acknowledge and agree that the information you post is publicly available.

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.

COOKIES

We use cookies 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.

Please note: *Third-party services, such as Google Analytics or other applications offered through the Wix App Market, place cookies or utilise other tracking technologies through Wix's services and may have their own policies regarding how they collect and store information. As these are external services, such practices are not covered by our Privacy Policy*

[Click here](#) to be able to see what cookies are used and how to manage them properly.

The following links explain how to access cookie settings in various browsers:

- [Cookie settings in Firefox](#)
- [Cookie settings in Internet Explorer](#)
- [Cookie settings in Google Chrome](#)
- [Cookie settings in Safari \(OS X\)](#)
- [Cookie settings in Safari \(iOS\)](#)
- [Cookie settings in Android](#)

To opt out of being tracked by Google Analytics across all websites, visit this link: <http://tools.google.com/dlpage/gaoptout>.



CONTACTING US

If you have any questions about this privacy policy, our privacy practices, or if you would like to access, correct amend or delete any personal information we have about you, you are invited to contact us at admin@opt4.co.nz or send us mail to: Opt4 (2018) Ltd, P O Box 898, Blenheim 7240.