

MyiD Privacy Policy

We are committed to safeguarding your privacy and want to earn your trust by being transparent about how MyiD works.

MyiD (the “Site”) is a New Zealand-based network of websites, including but not limited to:

www.myid.co.nz

www.myid.school.nz

The Site is run by The Business Store Limited (“The Business Store”), the company behind MyiD.

The Business Store is committed to protecting the safety and security of our registered users (Registrants) and is sensitive to our Registrants’ concerns about the safety of the personal information provided to us. Please read this Privacy Policy carefully in order to understand how any personal information collected by us is used.

Registrants must agree to their personal information being used by The Business Store in accordance with this Privacy Policy before they may register on the Site. By use of this Site, communications to or with us or use of any of our services, you are agreeing to these terms. If you do not agree with any of these terms, please exit our site and do not submit information to us in any way.

Children and Data Collection

We care about the safety of children. We will not knowingly allow anyone under the age of 16 to provide us any personally identifying information without prior parental or guardian consent. If you are under the age of 16, please do not attempt to register for MyiD or provide any personal information about yourself to us without obtaining the express permission of a parent or guardian.

What personal information we collect

In order to register for MyiD, students registering must give their consent (or if they are under 16 years of age a parent or guardian must also give consent on their behalf) at the time of registration to provide us with their name, age, email, gender, ethnicity, mobile phone number, and suburb.

For parents and/or guardians completing registration independently or to provide consent for a minor, a name and email address is required at the time of registration.

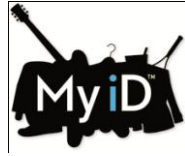
Registrants who do not give this consent cannot provide us with their personal information and cannot use the Site.

We require this information in order to correctly identify each Registrant as a Site user, manage their account, and for certain other purposes detailed below.

What we will do with your personal information

The information collected from Registrants is used for the following purposes:

- a) to send a confirmation notice to the Registrant of the registration;
- b) upon the Registrant's request, to reset a password for a lost or forgotten password;
- c) to respond to any questions, concerns, or problems raised by the Registrant;



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- d) to contact the Registrant about any problems with the Registrant's account or conduct on the Site;
- e) to send out MyiD newsletters or emails about the Site and/or MyiD Programme;
- f) to publish the names of winners and high performers on the Site or in the MyiD newsletter;
- g) to send prizes or certificates for participation and performance on the Site; and
- h) to compile statistical reporting for MyiD Suppliers and/or associated bodies.

MyiD is unique in the sense that there are numerous special events that keep the Site constantly fresh, challenging, fun, and interesting for our Registrants.

We use the MyiD newsletters or emails to notify our users of all the current events, changes, improvements, upgrades, rules, and so on, of the Site. In addition, we may notify our Registrants of new deals on products and services that The Business Store has negotiated and made available to the Registrants. In all communications, Registrants may opt out at any time by following the specific opt out instructions within the communications we send.

What we will not do with your personal information

The Business Store will keep your personal information confidential and not sell or knowingly divulge your information to advertisers or any other third parties, unless:

- a) we are required to share your information with a third party in order to comply with law, regulation or to comply with a court order, search warrant, or subpoena;
- b) to enforce our website or event rules; or
- c) to protect the safety and security of our Registrants and our Site.

Generally we will only use your information within MyiD. However, sometimes we provide anonymous data to government education departments, peak bodies managing or representing schools, or schools themselves. We will require these third parties to comply strictly with our instructions and we will require that they do not have access to your personal information and otherwise not use the anonymous data for their own business purposes (see below for more information on the use of anonymous data).

How we process your information

We ask for Registrants' consent to the use of any personal information we collect from them in accordance with our Privacy Policy at the time of registration. If a Registrant does not wish to provide us with their consent, they cannot agree to the Site Terms and Conditions and must not use the Site.

Our use of the personal information we collect is necessary in order for us to maintain the Site and facilitate Registrants' use of the Site. We do not collect any unnecessary personal data from Registrants (for instance, religious beliefs).

Who will hold your information

MyiD works with a number of organisations to ensure the MyiD programme is run smoothly and successfully. As such, these organisations will hold information captured by MyiD. These organisations include:



Transactor Technologies Limited
A4 No 1 Beresford Square
Auckland Central, 1010
New Zealand

Gravitate Limited
Suite C, Ground Floor
George Courts Building
238 Karangahape Road
Auckland Central, 1010
New Zealand

How long we hold your information

We will keep any personal information we collect from Registrants for as long as they are registered users of the Site. If a Registrant cancels their registration, all personal information is otherwise deleted or destroyed.

Keeping your personal information accurate

The Business Store takes all reasonable steps to ensure the personal information we hold about a Registrant (such as their name) is kept accurate, up-to-date, complete, and relevant. Registrants may, under the provisions of the Privacy Act 1993, request access to and correction of their personal information held by MyiD. Registrants can update or request their personal information at anytime by contacting the Privacy Officer in writing on the contact details listed below. A fee may be charged for the reasonable costs incurred in responding to these requests. Any such fee will be disclosed to the member or secondary cardholder before it is incurred.

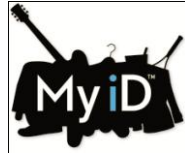
Keeping your personal information secure

The Business Store is committed to information security and ensures that personal information is safeguarded against loss, access, use, modification, disclosure, or other misuse. We will use all reasonable endeavors and practicable steps to keep Registrants' personal information in a secure environment and prevent unauthorized use or disclosure.

The Business Store's security measures are designed to assist in preventing Registrants' personal information from being accessed by unauthorised personnel, lost, or misused. If you reasonably believe that there has been an unauthorised use or disclosure of your personal information please let us know by contacting our Privacy Officer on the contact details listed below.

Transfer of your data

Registrants' personal information is uploaded to and kept on servers that we maintain or that are maintained by third parties that comply with strict contractual privacy obligations. It is not otherwise transferred internationally except where a copy is sent to the Registrant itself at their request. Registrants must consent for their personal information to be transferred and stored in this manner at the time of registration.



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Anonymous information

In addition to personal information, The Business Store collects anonymous information about Registrants and the activities of Registrants on the Site. Anonymous information is information that is not linked to the name of a user. This information is used to assist us in enhancing the Site and the information remains anonymous at all times.

When agreeing to the Site Terms and Conditions, Registrants grant The Business Store the right to use this anonymous information for its own purposes, such as the preparation of statistical reports, provided The Business Store otherwise complies with its obligations in respect of the use of personal information.

How can parents access, change or delete personally identifiable information about their child?

Registrants have a right to get a copy from us of the personal information we hold about them. If you wish to receive a copy of this information please address your request to the Privacy Officer (contact details below). We will deal with your request promptly and in any case at least within 30 days of the date of receiving it. We will correct or delete inaccurate or incomplete personal information we hold about you at your request.

Cookies

A cookie is a little piece of information handed to a web browser from a web server that contains information that can be retrieved from the server later. When you visit the Site the server may attach a cookie to your computer's memory. For example, by setting a cookie you would not have to log in a password more than once, thereby saving time. Although most web browsers automatically accept cookies, you can usually change your browser to prevent that or notify you when you are sent a cookie. Even without accepting a cookie you can still access many of the features on MyiD. However some parts of MyiD may not function properly if you refuse cookies.

Revision of Privacy Policy

The Business Store reserves the right to change, modify, or revise this Privacy Policy in order to comply with any applicable laws or for any other reason at any time. Therefore our Registrants are required to check the Privacy Policy periodically to read about any changes, modifications, or revisions. Registrants may wish to check it each time they submit personal information. The date of the Privacy Policy will appear on this page. You will be deemed to have consented to such variation by your continued use of the Site following any changes being made. However, if a change to the Privacy Policy results in a substantive change in the manner in which we use your personal information we will email you requesting your consent or by means of a notice on our home page.

More Privacy Information

This document should be read in conjunction with the New Zealand Privacy Act 1993 legislation. This Act is designed to promote and protect individual privacy and is consistent with international privacy principles. For further information relating to the New Zealand Privacy Act 1993 please refer to <http://www.privacy.org.nz/home.php>.



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Contacting The Business Store about this Privacy Policy

If you have any requests, questions, or complaints relating to the correction or deletion of personal information or this privacy policy please contact the MyiD Privacy Officer. The Privacy Officer can be reached by the following:

Email: privacy@myid.co.nz

Facsimile: + 64 9 307 3567

Mail: P.O. Box 91208 Victoria Street West, Auckland, 1142, New Zealand

This Privacy Policy was last updated on 16 June 2010.