



## Preface

The Royal New Zealand Coastguard Inc. (Coastguard) is committed to safeguarding the personal information of those with whom it deals with openness and transparency in compliance with the New Zealand Privacy Act 2020.

The following Privacy Statement ('Statement') explains Coastguard privacy practices, as to what information may be collected from you, how such information will be used by Coastguard and/or other persons or entities, with whom such information may be shared, your choices regarding the collection, use and distribution of such information, your ability to access or correct such information and the security procedures that Coastguard have implemented to protect your privacy.

## Privacy Statement

Coastguard is committed to safeguarding the privacy of individuals who visit the following websites and any other microsites used for event registration, Coastguard Lotteries, Coastguard App, and/or application purposes:

- [www.coastguard.nz](http://www.coastguard.nz)
- [www.boatiesbestmate.nz](http://www.boatiesbestmate.nz)
- [www.lottery.coastguard.nz](http://www.lottery.coastguard.nz)

Coastguard understands that personal information should be kept private. This Statement complies with the New Zealand Privacy Principles as contained in the New Zealand Privacy Act 2020, and explains how Coastguard:

- Collects personal information
- Uses and shares your personal information
- Processes payments
- Stores personal information
- Uses cookies
- May use the Google Analytics service
- Will not be responsible for personal information collected through linked third-party websites
- Allows you to access/amend your personal information
- Provides you with contact for further information.

By using or accessing the website and/or any of Coastguard services (whether by your mobile phone, tablet, smartphone, PC or any other means), you are deemed to have agreed to be bound by this Statement.

This site, any newsletters or any other communications Coastguard provides to you may contain links to third party websites. Coastguard may also use some third-party providers to manage some of our engagement processes and services, such as newsletters, event registrations, trip report apps, and fundraising platforms. Unless expressly stated otherwise, these websites have not been developed by, nor are controlled by Coastguard. While Coastguard take steps to ensure that any providers Coastguard uses can protect the personal information they process for Coastguard, there is no implication that Coastguard checks, endorses, approves or agrees with the privacy practices of the third-party websites linked to. Coastguard encourages you to be aware when you leave a Coastguard website and to read the privacy policies of each website you visit.

### **Links to social networking platforms**

Coastguard uses social networking services such as Facebook, Twitter, YouTube, LinkedIn and Instagram to communicate with the public about Coastguard work, to raise awareness of events and for fundraising campaign purposes. When you communicate with Coastguard via these services, the social networking service concerned may collect your personal information for its own purposes.

These services may track your use of Coastguard website on those pages where their links are displayed. If you are logged in to those services (including any Google service) while using a Coastguard site, their tracking will be associated with your profile with them.

These services have their own privacy policies / statements which are independent of Coastguard. They do not have any access to the personal information Coastguard hold on our systems

### **What personal information does Coastguard collect and why?**

The personal information Coastguard may collect from you directly, or indirectly, includes:

- Your name
- Your contact details, including address, email or phone number
- Any other personal information, including medical, that may form part of an application or enquiry
- Details of any events you have registered for, including dietary requirements
- Any questions or comments you submit via Coastguard social media platforms
- Your responses to surveys or group discussions
- Information about your use of Coastguard website(s) or App(s).

Coastguard may collect personal information about you (such as your first and last name, mailing address, telephone number, e-mail address and credit card number), directly from you, when you use the website, over the phone, by letter, app or email, including when:

- You complete an application form
- You register for an event or a delegated third-party register on your behalf
- You subscribe to a newsletter or an emailing list
- You deal with Coastguard over the telephone
- You email Coastguard
- You provide Coastguard with feedback

- You complete online surveys
- You ask Coastguard to contact you after visiting a Coastguard website
- You contact Coastguard for any other purpose, and
- Coastguard provides information or services to you.

Coastguard will only use and disclose your personal information for the purposes for which it was collected (or otherwise as required or authorised by law). This may include using your personal information for the following purposes:

- To provide you with products or services and to personalise your experience when browsing the website;
- To undertake customer service activities, such as responding to any queries, comments or complaints you may have;
- To administer website services, including processing any searches or requests for information about Coastguard products or services;
- To maintain and develop Coastguard systems, including testing and upgrading them;
- To enable Coastguard to monitor, review and improve our services, and communicate with you about them;
- To enable Coastguard to maintain contact with you through its Alumni programme;
- For Coastguard administrative purposes and for internal record keeping;
- To comply with relevant laws and regulations;
- To anonymise data for use in such a manner that you cannot be identified for purposes such as online advertising / re-marketing, Search & Rescue research, and
- For any other specific purpose which Coastguard notify you of at the time your personal information is collected.

### **Online advertising, Re-Marketing and Third-Party Tracking**

We may use Google AD Words, Facebook and other platforms to raise awareness of Coastguard services, products or educational material related to safe boating, and promote events, fundraising and education activities and events, some of which is done through re-marketing.

### **Lookalike Audiences**

For re-marketing purposes, we occasionally use anonymised information about our supporters to create 'lookalike' or similar audiences of shared interests or similar demographics via these platforms. Data is not used for any other purpose than to create this lookalike audience.

### **Cookies and Analytics**

Coastguard uses cookies and analytics tools on Coastguard websites to:

- Allow you to navigate and use key website features
- Authenticate, and
- To collect information about how you use the website.

The following information is collected about your use of Coastguard websites (though please note, Coastguard makes no efforts to associate this with your identity):

- Your IP address
- The search terms you used
- The pages you accessed on Coastguard websites and the links you clicked on
- The date and time you visited the site
- The referring site or social media platform (if any) through which you clicked to the Coastguard website
- Your operating system (such as Windows)
- The device via which you accessed the site (such as mobile, tablet, PC); and
- Your web browser (such as Chrome or Safari).

A cookie is a small data file that the site sends to your browser, which may then store it on your system for later retrieval by the site. Information supplied by the cookies and session information can help Coastguard to analyse the profile of our site's visitors and helps Coastguard to provide you with a better user experience. They do not track your activity before or after you leave a Coastguard site.

Coastguard may use the Google Analytics Service which will issue cookies from its own servers and which are able to track visitor activity through a Coastguard website. For more information on how Google Analytics collects and processes data, please [click here](#). Please refer to Google's [Privacy Statement](#) for more information.

From time to time, Coastguard may also contact you for market research purposes or to provide you with information about new services, special offers and promotions. This may include information about Coastguard programmes, research funding, events, donor and fund-raising activities. Coastguard will allow you to opt in before receiving any unsolicited content. If you do opt in, Coastguard will also give you the opportunity to opt out of receiving such direct marketing or market research content.

If you do not want your personal information to be collected, please do not submit it to Coastguard. Please note that if you elect not to provide certain personal information to Coastguard, Coastguard may not be able to provide you with the services or information you require.

### **Use of Location Data in the Coastguard App**

Our Android and iOS Coastguard apps use your location to show you the most accurate weather forecast, and to help in a search and rescue operation if required. If you enable Location Services in the settings, your device location will be used to match you with the nearest available weather forecast. If you want to disable Location Services, you can search for your location manually. If Location Services are enabled, we also receive your device location data while an active Trip is logged and underway; your last known location is updated in our Operations System approximately every 20 minutes and can be accessed by our Operations Centre staff to assist a search and rescue operation if required. Disabling Location Services prevents location data from being shared with Coastguard while an active Trip is underway.

### **Payments**

Online payments are made securely through our payment solutions provider Windcave.

### **Does Coastguard share or disclose personal information?**

For the purposes Coastguard have described, Coastguard may disclose your personal information:

- To Coastguard suppliers (including service and other content providers), contractors, agents and business partners who help Coastguard administer

the website and/or deliver services to you;

- To Coastguard professional advisers
- To New Zealand Police for operational purposes
- To Search and Rescue New Zealand for research purposes
- Where you have otherwise consented; or
- As otherwise required or authorised by law.

Coastguard may also disclose your personal information to anyone who hosts or maintains data centres, service platforms and other infrastructure and systems on behalf of Coastguard, where your personal information is processed and/or stored.

Coastguard will take all reasonable steps to ensure that the persons and organisations to whom Coastguard disclose personal information are bound to protect the privacy of that personal information according to the New Zealand Privacy Act 2020. Please note that some of the persons to whom Coastguard disclose personal information may be situated outside New Zealand. Our website and systems may also be based on servers located outside of New Zealand.

If you have shared your information to Coastguard regarding any personal stories relating to services Coastguard has provided, Coastguard will only share these stories (in any way, shape or form) with your expressed written permission. This includes any images or video footage.

### **How does Coastguard protect your personal information?**

Coastguard takes all reasonable measures to ensure the security of your personal information that is held by Coastguard from such risks as loss, misuse, unauthorised access, disclosure, alteration and destruction. Coastguard reminds you, however, that the internet is not a secure environment and although all reasonable care is taken, Coastguard cannot warrant or guarantee the security of information that you provide to Coastguard via electronic means.

### **How can you access and correct your personal information?**

If you identify any inaccuracy in your personal information, you need to make a change to, or would like to verify such information, please contact Coastguard so that we may update Coastguard records. Coastguard contact information is set out below. Coastguard notes that it is not required to provide access to information in certain situations, but if Coastguard refuses access, Coastguard will give you our reasons for doing so.

### **For how long does Coastguard hold personal information?**

Coastguard will keep your personal information for only as long as is necessary to achieve the purpose for which it was collected.

### **Changes to this Privacy Statement**

Coastguard may modify this Statement from time to time and if Coastguard does so Coastguard will post any updated Statement on the website. Coastguard encourages you to check the website periodically to ensure that you are aware of the terms of Coastguard current Statement.

### **Questions or Comments**

If you have any questions or comments about this Statement, or you wish to access or make changes to your personal information, please contact the Privacy Officer of Coastguard New Zealand:

Phone: 0800 262 784 ext 879

Email: [privacy@coastguard.nz](mailto:privacy@coastguard.nz)

Post: The Privacy Officer, PO Box 2175, Shortland Street, Auckland, 0752