

U-TOW[®] NEW ZEALAND

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U-Tow New Zealand Limited Privacy Policy

This policy outlines the ways in which U-Tow New Zealand Limited and its related entities (“**We**”) collect, use, disclose, store, secure, manage and protect your Personal Information in accordance with the New Zealand Privacy Act 1993 Privacy Principles.

Where the words “**Personal Information**” are used in this policy, that expression means information about an identifiable individual (a natural person).

The Kinds of Personal Information We Collect and Hold

The kinds of Personal Information we collect from you may vary depending upon the nature of the services you have instructed us to provide. Generally, we will collect information regarding your name, contact details, date of birth, drivers licence number, creditworthiness, credit card details and loyalty program membership details if applicable. It is necessary or desirable for us to collect this Personal Information in order to provide you with trailer, utility or lawnmower rental services.

How We Collect and Hold your Personal Information

We will collect your Personal Information where practicable from you directly, usually through telephone, email or face to face communication, through your completion of a hire-related form, your completion of an online or kiosk booking, your subscription to a mailing list, or any combination of these. We may also however obtain your Personal Information from:

- (a) Third parties who make a booking with us on your behalf;
- (b) Our employees, agents or contractors;
- (c) Third party agencies contracting with us in order to obtain or to provide marketing information to improve the quality of the goods and services which we (or they) provide;
- (d) Credit reporting agencies to obtain creditworthiness information about you; or
- (e) Government Departments or Agencies by undertaking searches or by request.

The Purposes for which we Collect, Hold, Use and Disclose your Personal Information

We collect, hold, use and disclose your Personal Information for the following purposes (which you authorise us to do on each occasion where you apply to hire a trailer, utility or lawnmower from us or our agents or contractors):

- (a) Providing trailer or lawnmower rental services to you or someone else at your request;
- (b) Verifying your identity and current motor vehicle licence;
- (c) Verifying your creditworthiness;
- (d) Administering any loyalty program that we may offer customers from time to time;
- (e) Providing you with information about other services that we, our related entities and other organisations that we have affiliations with, offer that may be of interest to you;
- (f) Providing information to any of our related entities or to any other entity that supports the provision of our services and products, including as to storage of your Personal Information, or to any other third party entity for the purposes of marketing their services and products to you (and in each such case the other entity concerned may be located within or outside New Zealand);
- (g) Facilitating our internal business operations, including the collection of money that you owe us (including authorising and processing credit card transactions), protecting and enforcing our legal rights and remedies and the fulfilment of any legal requirements; and
- (h) Analysing our services and client needs with the view of developing new or improved services.

How you May Access or Seek the Correction of Personal Information Held by Us

You may access or seek the correction of any Personal Information held by us by contacting our Privacy Officer at our Head Office using the contact details available at our website www.utow.co.nz or by written request forwarded to:

The Privacy Officer
c/- The General Manager
PO Box 5718
Frankton, Hamilton
New Zealand

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

How You May Complain about a Breach of the Privacy Principles by Us

If at any stage you feel we have breached the Privacy Act 1993 in our collection, use, disclosure, storage, security, management or protection of your Personal Information, you may lodge a complaint with our Privacy Officer using the contact details available on our website www.utow.co.nz.

We are committed to protecting your privacy and as such we treat all complaints very seriously.

Our Website

We collect website activity statistics such as the number of visitors, pages visited, time and date of visit and where you accessed our website from, so that we can make informed decisions relating to improving our website and blogs and the services we deliver. This information is anonymous and doesn't identify a person.

When you visit our website a cookie is placed on your computer. The cookie does not contain personal information that can identify you, but may contain information about the page you visited on our website. If you do not wish for this to occur, you can remove cookies from your computer, by following the standard procedures applicable to your internet browser.

Security

Your payment is processed through eWAY Payment Gateway. eWAY secures all your customer and credit card data with military grade software and servers, and the highest level of encryption available. U-Tow New Zealand Limited will not store or transfer any of your credit card information. All data is transferred using eWAY secure servers.