

Farmside Privacy Policy

Our commitment

Farmside is committed to acting in accordance with the Privacy Act 1993 and the Telecommunications Information Privacy Code 2003 in relation to your personal information.

References

In this Policy:

- “we”, “us”, “our” and like terms means Baycity Communications Limited trading as Farmside and our related companies
- “you” and like terms means you, whether you are a customer of our services or a user of our website or services
- “personal information” means information about an identifiable individual, and in relation to our business as a telecommunications provider can include your name, address, telephone number, email address, IP address, call associated data, usage, location and information collected by “cookies”.

What this Policy does

This Policy sets out how, when and why we collect personal information about you, who we might collect it from, how we can use it, how we store it, how you can access and correct it, and when we might disclose it to others.

The How, When, Who and Why

We will collect personal information from you when you sign up to become a Farmside customer (over the telephone, online or by completing an application form), when you enter our competitions or promotions, when you visit our website, when you call us (or when we call you) and when you use our products and services.

On occasion Farmside may receive your personal information from third parties, such as our business partners, in conjunction with joint marketing campaigns and associated promotional activity, and credit reference agencies.

From time to time we may collect your personal information indirectly, for example by monitoring visitors to our websites. When you visit our websites, they place a 'cookie' on the hard drive of your computer, a file that allows us to track customer interest and usage patterns. The information we may collect and store may include the following:

- the IP address of the computer you are using when connected to the internet and the domain name from which you are accessing the internet
- the operating system and the browser your computer uses and any search engine you are using
- the date and time you are visiting our website(s)
- the URLs of the pages you visit
- if you provide it, your email address.

The personal information we collect from or about you will be used only for the purposes of conducting our business, supplying you with our products and services and keeping you informed about aspects of our products and services that may be of interest to you.

For example, we may hold and use your personal information to:

- process your application form
- bill you
- provide customer service and support

- offer you special offers and other promotions
- enforce the terms of any agreement we have with you
- comply with our legal obligations, including in connection with the regulation of telecommunications services or the detection or prevention of crime

We use “cookies”, as noted above, to keep track of the pages our customers visit within our websites in order to monitor which information and services are most popular. This information is collected for website management and marketing statistics purposes only. For example, we may use the information to measure the effectiveness of an advertising campaign. The information is collected in such a way that your personal information is anonymized, and you are not able to be identified.

How we store (and look after) your personal information

We treat personal information which we collect from you in the same way that we treat our other confidential information. This involves protecting it from misuse and loss, as well as from modification and disclosure.

We will store your personal information securely in our database. Access is restricted to only those people who require the information for our business purposes.

Our website uses HTTPs SSL (Secure Socket Layer) to apply an encrypted layer to all requests to and from farmside.co.nz.

Access and correction

If you would like to view or update the information we hold about you, please let us know by emailing us at contact@farmside.co.nz or calling us on 0800 Farmside (32 76 74). If the information is not accurate, complete or up to date, you may ask us to correct it.

Disclosure

From time to time, we may disclose your personal information to third parties.

These third parties may include:

- our dealers, billing partners, agents, contractors (including our installers and technicians) and advisers
- network providers and other suppliers who assist us to supply products and services to you (for example, where you receive our services via an Fixed Line enabled landline, we must provide your contact, address, email and plan details to the network provider (e.g. Spark or Vodafone) to enable provisioning, moves, additions or changes of broadband services over that line)
- credit reference agencies
- potential or existing marketing or business partners, who will be required to enter into appropriate confidentiality undertakings if the relationship does not proceed
- potential or actual purchasers of our business, who will be required to enter into appropriate confidentiality undertakings if the purchase does not proceed;
- persons to whom we are required by law to provide your personal information, such as the police and other law enforcement agencies, emergency services and regulatory authorities.

Farmside may also disclose information about our customer base to third parties that is of a generic nature, such as overall customer demographics, trends, interests and buying patterns. This information will not identify any individual.

Changing this Policy

We may at our discretion update or revise this Policy at any time. Any changes will take effect immediately upon being posted on our websites. It is your responsibility to check this Policy regularly for any modifications or updates. Your continued use of our services after any changes have been posted on our websites indicates your acceptance of those changes.