

# Image & Digital Privacy Policy

Your privacy is important to us at Barnardos and we want to be sure that you understand the terms and conditions relating to the way in which we collect information through our website, and how we use that information. This Privacy Policy tells you what information we collect online, what we do with it and your rights to view, correct or change it.

We may change or update this Privacy Policy from time to time, for example if there are any changes to the Privacy Act or to our business. This Policy was last updated in November 2020.

## The information we collect

The internet offers the chance to collect information about who uses our websites and how they use them. This allows us to keep improving our website and the user experience.

Barnardos operates the domains [www.barnardos.org.nz](http://www.barnardos.org.nz), [www.barnardosearlylearning.org.nz](http://www.barnardosearlylearning.org.nz) and [www.whatsup.co.nz](http://www.whatsup.co.nz). We also currently operate the domains [www.fivetothrive.nz](http://www.fivetothrive.nz) and [www.dreamsforthedecade.co.nz](http://www.dreamsforthedecade.co.nz). As part of our operations, we may gather certain types of information about the users of our sites:

- **Personally identifiable information** – This is provided by you when you register for services that we may offer, or make a donation through our website. Examples of these services could include email newsletters or competitions. Providing this information will always be optional for you. However, some services may not be available to you if you chose not to provide it.
- **Aggregated data** – This information is generated by our systems as they track traffic through our sites. This information does not identify you personally and is not linked to the personally identifiable information that you may have provided.

## Who we share this information with

We will only share the information we collect with a third party in the following circumstances:

- The information may be hosted by a service provider. Our agreements with them protect the information that we collect from you and they are not allowed to use it unless authorised by us
- The aggregated data (not the personally identifiable information) may be shared with third parties such as advertisers or business partners
- Your personally identifiable information may be shared with third parties if we believe in good faith that we are required to do so by law
- If we have asked your prior permission (which we would usually do at the time of collection), we may share the information with the third parties that you have specifically authorised us to do so.

## What we do with personally identifiable information

We have collected this information in order to provide the best possible service to you while you are visiting our sites. To this end we may use the information that you provide for the following purposes:

- To verify your identity if you need help with a forgotten password or you are having login problems with one of our site services
- To process any transactions that you might make on our site
- To help provide any other services that you have requested
- To offer the most relevant information suitable to you and your interests
- For any marketing, promotional, publicity, direct marketing (including across digital platforms) or market research that we might undertake
- For any other purposes for which you have given us permission.

## **Credit Card Payments**

Barnardos New Zealand uses Bambora, a secure PCI-compliant third-party credit card processor to handle credit card payments made through this site.

## **Credit Card Payment Security**

Your credit card number is sent in encrypted form to our credit card processor.

We use secure servers (SSL) and extra strong encryption. We protect your information using SSL protocol which encrypts all data transmitted over the internet, ensuring it cannot be read. You can check that the SSL is active by looking for the padlock icon in your browsers address bar.

It's important you protect against unauthorised access to your password and your computer. Ensure you logout when you have finished, especially if using a shared computer.

## **What about Cookies?**

A cookie is a small file that resides on your computer and is recognised by our server when you visit our sites.

A cookie does not provide us with any personally identifiable information. It does provide details of your IP address, the computer platform that you use (eg Mac or Windows), the browser that you use (e.g. Microsoft Explorer or Netscape) and what domain you are accessing our sites from. With this information we can do the following:

- Track traffic patterns to our site
- Ensure that the most relevant content is being shown
- Allow you to enter certain site member services without having to log in each time you visit.

If you would rather we did not use cookies with you, you can refuse them by turning them off in your browser and/or deleting them from your hard drive. You will still be able to visit our sites.

## **What about our advertisers and business partners?**

This Privacy Policy only relates to our sites. You should be aware that we are not responsible for the practices of our advertisers or business partners. Our site may contain links to other sites. You should check their privacy policies before providing personally identifiable information to them or any other third party.

## **Opting in and opting out**

You will always have the option to opt into certain services and to opt out of those services at any stage. This means you may change your mind at any stage about participating in any of our member services.

## **Copyright**

No part of the Barnardos website, including images, photos, logos and the overall appearance of the site can be copied, reproduced or republished without prior written permission of the copyright holders.

## **Image use**

### **Image credits**

Some of the imagery and video used on our website has been provided by Blackbox Photography Auckland. All credit for these images goes to them.

### **Image cropping**

We apologise if any of the images on our website display in a way that a user finds offensive or inappropriate, including any cropping in any way of the heads or faces of any individual. Although every care has been taken during development, the responsive nature of the website's design can result in images displaying in an unanticipated and less-than-perfect manner. Every effort has been made to control and avoid this behaviour wherever possible.

## **Website Linking Policy**

### **Linking to Barnardos website**

We retain the right to withdraw links without explanation or notice if we perceive the link or site to be inappropriate.

### **Links from Barnardos website**

All link requests should be made to web editor which will be carefully considered and evaluated.

### **Third party sites**

Barnardos takes no responsibility for the content on third party websites and visitors access them at their own risk.