

1.0 Privacy Policy

HonourThem™ New Zealand Limited and its subsidiaries (“HonourThem™”) value our User’s privacy. This Privacy Policy governs the manner in which HonourThem™ collects, uses, discloses and protects personal information collected from Users of HonourThem’s Website.

By visiting our Website, you are deemed to accept this Privacy Policy and acknowledge we have the right to collect, use, disclose and protect your information as described in this policy. Subject to clause 11 of this Privacy Policy, we may change this Privacy Policy from time to time and your continued use of our Website constitutes your deemed acceptance of those changes. If you do not accept this Privacy Policy, please do not use our Website.

This Privacy Policy should be read in conjunction with our Terms and Conditions of Supply and our Website Terms of Use. We are governed by the Privacy Act 1993 (New Zealand), accordingly you may have additional rights under that act in addition to those conveyed by this Privacy Policy.

In this Privacy Policy, unless the context requires otherwise, terms have the same meanings as defined in our Terms and Conditions of Supply and Website Terms of Use.

2.0 How we collect your personal information

We may ask you to provide us with personal information when you interact with the HonourThem™ Website or when we provide Goods and/or Services.

We may collect personal information from you in a variety of ways (whether arising from your use of this Website or in the course of providing Goods and Services to you), including but not limited to, when you visit our Website, register on it, place an order, fill out a form, and in connection with other activities, services, features or resources we make available on this Website.

Depending on the functionality you interact with, you may be asked to provide your name, email address, phone number, your credit card information, your address and/or delivery address(es).

You have no obligation to provide us with this information, however, certain Goods and/or Services offered on or via the Website will require this information to be utilised. If you prefer not to provide personal information via the Website, please contact us on the numbers provided to discuss your requirements.

3.0 How we collect non-personal information

Our Website may automatically collect non-personal information about your system when you interact with us. Non-personal information may include the browser name, the type of computer and other technical information about your means of connection to this Website (such as the operating system and the Internet service providers utilised to do so).

4.0 How we use your personal information

We use your personal information for the primary purpose for which we collect it. You agree that HonourThem™ may collect and use personal information for the following purposes connected with our business:

- to provide and improve our Goods and Services;
- to communicate with you including sending marketing communications, news about our business and to respond to you when you contact us;
- to administer, evaluate, improve and secure our Website;
- to undertake billing and debt collection processes;

- to add data from any positing(s) to our Website (including to the Tributes page) to our database(s) and information systems, and other informational systems/databases. In particular HonourThem™ maintains a database of Loved ones and grave sites located around New Zealand and we may use your personal information to update and improve this database and provide links for users of this website.
- any other purpose for which we receive your prior consent.

5.0 How we disclose your personal information

We may transfer your personal information to our group companies, affiliates and/or related entities. We may also transfer your personal information to a third party in the event of a sale of part or all of our business to such party (or its group companies).

We may engage third party service providers to provide Goods or perform Services on our behalf. These third parties may be provided with your personal information to help us operate our business and provide the Goods and Services requested by you. We may also use third party service providers to administer our Website or to administer activities on our behalf, such as sending out newsletters or surveys. We may share your information with these third parties for those limited purposes. These third parties are not authorised by us to otherwise disclose your personal information, except to the extent required by law.

In sharing your personal information with our group companies, affiliates, related entities and/or service providers, and other third parties, we may transfer your information to other parts of the world. The entities that we transfer your personal information to are bound by the privacy laws of the country in which they are based. However, to the extent that such use does not conflict with local laws, use of your personal information by any such third party will be in accordance with this Privacy Policy.

Other than as set out above, we will not provide your personal information to any other third parties, unless there is a legal obligation to do so. We may share generic aggregated demographic information not linked to any personal information regarding visitors and Users with our business partners, trusted affiliates and advertisers for the purposes outlined above.

6.0 How we protect your personal information

We adopt appropriate data collection, storage and processing practices and security measures to protect against unauthorised access, alteration, disclosure or destruction of your personal information, username, password, transaction information and data stored on our Website or our database. Despite this, Users should be aware that there is a risk in transmitting any data electronically. This is a risk in all Internet dealings.

7.0 Your choices about your personal information

Subject to the provisions of the Privacy Act 1993, you have the right to access your personal information we hold about you where it is stored in such a way that it can be easily retrieved. If the personal information we hold about you is not accurate or complete, then you may request a correction to your personal information.

Please note our Website does provide an opt out function, which if selected will mean we do not publish any data on Facebook/Instagram or analogous social media sites. You may also choose to opt out of, or to unsubscribe from email lists and these functions will be provided within email communications.

If you chose to opt-in to our mailing list, you will receive emails that may include company news, updates, related product or service information, etc. Opt out or unsubscribe functions, from those specific lists, will be provided within those emails.

8.0 Links to third party websites

You may find advertising or other content on our Website that link to the sites and services of our partners, suppliers, advertisers, sponsors, licensors and other third parties. We do not control the content or links that appear on these sites and are not responsible for the practices employed by websites linked to or from our Website. In addition, these sites or services, including their content and links, may be constantly changing. These sites and services may have their own privacy policies and customer service policies. Browsing and interaction on any other website, including websites which have a link to our Website, is subject to that website's own terms and policies.

9.0 Use of Tracking Technologies

Our Website may use "cookies" or analogous methods/techniques to enhance your experience. Where "cookies" are used, your web browser will place small data files (known as 'cookies') on your hard drive for record-keeping purposes and sometimes to track information about you (i.e. to allow forms to be 'pre-populated' with previously entered information. You may disable cookies by changing your browser settings, although this may have mean that you cannot use all of the features of the Website.

In particular, our Website uses Google Analytics to help analyse how visitors use our Website. Google Analytics uses cookies, to collect standard internet log information and visitor behaviour information in an anonymous form.

The anonymous information generated by Google Analytics cookies about your use of this Website is transmitted to Google. This information is processed to compile statistical reports on Website activity for this Website only.

10.0 Google Remarketing

We may use Google AdWords Remarketing to advertise HonourThem™ across the Internet, in particular on the Google Display Network.

AdWords remarketing may display ads to a User based on what parts of the HonourThem™ website you have viewed by placing a cookie on your web browser.

This cookie does not in any way identify you individually or give access to your computer or mobile device. The cookie is used to indicate to other websites that "This User visited a particular page, so show them ads relating to that page."

Google AdWords Remarketing allows us to tailor our marketing to better suit your needs and only display ads that are relevant to you.

We reserve the right to use remarketing (sometimes called retargeting) to better target our ads to interested customers. Users who have visited the HonourThem™ site may see additional HonourThem™ ads on participating websites, including the Google Display Network.

If you do not wish to see ads from HonourThem™ you can opt out in several ways:

1. Opt out of Google's use of cookies by visiting Google's <http://www.google.com/settings/ads> ads setting page.
2. Opt out of a third-party vendor's use of cookies by visiting: http://www.networkadvertising.org/managing/opt_out.asp Network Advertising Initiative opt-out page.

11.0 Changes to this privacy policy

HonourThem™ has the discretion to amend or modify this Privacy Policy at any time. Any change or variation to these Terms and Conditions shall, at our discretion, be notified to you on the Website or provided to you by email and shall become effective from the date of such notification. Your continued use of our Website constitutes your acceptance of such amendments or modifications.

12.0 Complaints

If there is a dispute or problem about your right of access to information, or about any part of this Privacy Policy, please contact us. If we don't resolve the issue to your satisfaction, you can lodge a further complaint with the Privacy Commissioner.

13.0 Change in Control

If we sell or otherwise transfer part of the whole of HonourThem™ or our assets to another organisation, including our database, you agree that your personal information and any other information collected through providing Goods and/or Services to you may be among the items sold and/or transferred.

14.0 Contacting us

If you have any questions about this Privacy Policy, the practices of this Website, or your dealings with this Website, please email us at hello@HonourThem.co.nz