

## **Privacy Policy**

Tree King is committed to protecting your privacy. This Privacy Policy sets out how we use and protect any information that you give us when you use the Tree King website.

### **What personal data we collect and why we collect it**

Tree King will only collect personal or business information from users which is necessary for our business functions and activities, or to comply with legal or regulatory obligations.

We will collect your information by lawful and fair means and store it securely in our database with your consent. Depending on your relationship with us, this information may include, but is not limited to, your name, address, phone number, email address, company and demographic information.

### **Use of your personal or business information**

We will use personal and business information for the primary purpose for which it was collected. Depending on your relationship with us, the information we collect may be used for the following purposes:

1. To provide you with information about Tree King and the products and services of organisations that we list on the site.
2. To track how the Tree King website is used and to identify key trends and demographics.
3. For our research, so that we can improve our services and tailor them to better suit your needs.
4. To customise the information you receive from the Tree King website.
5. To offer safe and simple use of our website.
6. To communicate with you, by e-mail or otherwise, in connection with competitions, subscribing, other information or offers.
7. To fix system errors and for support services.
8. To identify you and assist you to subscribe to our services.

We will not sell, distribute or lease your personal or business information to third parties unless we have your permission or are required by law to do so. However, we may share aggregated, anonymous information regarding site usage and trends with our advertisers or third parties.

This information will not be linked back to you.

### **Updating your personal or business information**

Whether you are a customer or a subscriber, if you believe that any information we are holding on you is incorrect or incomplete, please email us at [admin@treeking.co.nz](mailto:admin@treeking.co.nz) so that we can update your details.

If you would like to unsubscribe to our newsletter or any promotional emails or material from Tree King, please email us at [admin @treeking.co.nz](mailto:admin@treeking.co.nz) and we will remove you from our database.

## **Security**

We will take all reasonable steps to protect your personal and business information, and to safeguard that information from misuse and loss, as well as unauthorised access, modification and disclosure. However, whilst we will do our best to protect your security, unfortunately no information sent over the internet can be 100% secure and we cannot guarantee the security of any pages are being used and which links to other websites are being clicked.

## **Cookies**

This helps us to analyse data about web page traffic and to tailor the site to our customers' needs. A cookie in no way gives us access to your computer or any information about you, other than the data you have chosen to share with us. Cookies are a feature of your Internet browser and may be disabled by you under your browser settings. However, this may prevent you from taking full advantage of Tree King website as a result.

## **Links to other websites**

Tree King website contains links to enable you to visit other websites of interest. However, once you have used these links to leave our site, you should be aware that we do not have any control over these websites, nor are they governed by this Privacy Policy. Tree King is not responsible for the protection and privacy of any information which you provide whilst visiting these sites. Please exercise caution and view the Privacy Policy for each website you visit.

## **Updating this policy**

We may change our policy from time to time by updating this page. We recommend that you check back regularly to ensure that you are aware of any changes.

This policy is effective from 5 June 2015.

For any enquires regarding privacy, please address them to Tree King, PO Box 303342, North Harbour, Auckland 0751 or email us at: [admin @treeking.co.nz](mailto:admin@treeking.co.nz).