

# Privacy Policy

This Privacy Policy applies to your use of Smartshares' information technology systems, networks and website [www.smartshares.co.nz](http://www.smartshares.co.nz) ("**Site**"). In this Policy, references to "we", "us" "our" and "Smartshares" are to Smartshares Limited and its respective directors, officers, agents, employees or contractors.

## 1. Your Information

Our server, our agent's or contractor's server, and third parties in the internet infrastructure ("**Servers**") log certain information, which is provided by your browser, when you use our systems, networks or Site, such as:

- your server's IP address (a number which is unique to the machine through which you are connected to the Internet) or your personal IP address
- the type of browser and operating system you are using;
- the domain name of the referring site (e.g. the previous site that you visited); and
- emails between you and us.

The Servers also log:

- the date and time of your visit; and
- the URL address of the pages accessed and the documents downloaded.

We use this information for a number of purposes connected with the usage of our Site, and to monitor the security of our Site, systems and networks. Among other possible uses, Smartshares may use the information, described above, to analyse certain trends and statistics, such as which parts of the Site users are visiting and how long they spend there, and to monitor the security of our Site, systems and networks.

Smartshares will not try to identify you or your browsing activities through the information set out above except in the event of an investigation, where a law enforcement agency may exercise a warrant to inspect the logs, or if your usage is causing technical issues for the Site, including an attack on the Site, that may need to be resolved. Smartshares may in these circumstances identify your IP address to enable Smartshares to contact you.

## 2. Cookies

The Site uses cookies. A cookie is a string of information that a website stores on a visitor's computer, and that the visitor's browser provides to the website each time the visitor returns. The Site uses cookies to help Smartshares identify and track visitors, their usage of the Site, and their Site access preferences. Smartshares may use cookies on behalf of the NZX Group for the NZX Group's purposes including tailoring the NZX Group's services to meet your needs. Visitors who do not wish to have cookies placed on their computers should set their browsers to refuse cookies before using the Site, with the drawback that certain features of the Site may not function properly without the aid of cookies.

Smartshares uses Google Analytics to analyse the use of the Site. Google Analytics uses cookies to collect, store, and transmit information about your use of the Site to Google.



Further information about how Google Analytics collects and processes data can be found at the following link: <http://www.google.com/policies/privacy/partners/>.

Smartshares also uses the Google Analytics Display Advertising feature 'Demographics and Interests Reporting' which enables Google Analytics to collect data about the age, gender and interests of visitors to our Site via cookies and anonymous identifiers. Google will collect, store, and use this information to create statistical reports about the use of the Site. Smartshares may also use third party technology to deliver advertising to you (such as DoubleClick, Google and other digital advertising providers) on third party websites (i.e. other than Smartshares) and to report on advertising, such as which web pages you view.

This technology may collect data about onsite behaviour and actions, for example:

1. the date and time of your visit;
2. the site content you engage with;
3. the advertising that you see; and
4. the device and/or browser that you use to access the website.

This data is anonymised and not personally identifiable, but may be provided to third parties and used to tailor advertising to you in future.

Google's privacy policy is available at: <http://www.google.co.nz/policies/privacy/>. Visitors can opt-out of the Google Analytics Advertising Features through their Ads Settings or any other available means. Google Analytics' currently available opt outs can be found at: <https://tools.google.com/dlpage/gaoptout>

### **3. Personal Information**

Smartshares collects and holds personal information about you through your use of the Site, including your registration details and information relating to your use of the Site and the content you access.

Smartshares collects this information on behalf of the NZX Group for the NZX Group's purposes including conducting market research surveys, conducting statistical analysis of usage of the Site, running competitions, determining advertising content, marketing, monitoring the security of our Site, our IT systems and our networks and tailoring the NZX Group's services to match your needs and improve the Site generally.

Smartshares does not collect sensitive information such as your racial or ethnic origin, political opinions or religious beliefs.

The personal information collected by Smartshares will be held in third party data centres, and may be shared with third party organisations for security purposes.

Smartshares will only use such personal information for the purpose for which you have provided it, unless you consent otherwise or Smartshares is required by law to disclose it or Smartshares is otherwise permitted to use it under the Privacy Act 1993.

Smartshares will not sell your personal information to, or share it with, any other company outside of the NZX group or third party agency other than as set out in this Privacy Policy,



except as permitted by law. Smartshares will disclose such personal information about you only to those employees of Smartshares who have a need to know.

You can access or request a correction to your personal information, or request not to receive marketing communications from us, by writing to Smartshares at PO Box 106 555, Auckland, by calling 0800 80 87 80 or by sending an email to [smartshares@smartshares.co.nz](mailto:smartshares@smartshares.co.nz). Smartshares will correct personal information if we are satisfied that it is incorrect and will otherwise comply with our obligations under the Privacy Act 1993.

For more information please phone Smartshares on +64 4 472 7599 or email Smartshares at [smartshares@smartshares.co.nz](mailto:smartshares@smartshares.co.nz).

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