

POLICY GOVERNANCE SCHEDULE	
Policy:	Privacy Policy
Reviewed:	Annually
Approval Date:	16 September 2025
Next Approval Date:	16 September 2026
Policy Owner:	UAMT Trustee: Andrew Barker

Privacy Policy



Preamble

Urban Ark – Manawa Taiao Trust (**we, us, our**) complies with the New Zealand Privacy Act 2020 (the **Act**) when dealing with personal information. Personal information is information about an identifiable individual (a natural person), company or business.

This policy sets out how we will collect, use, disclose and protect your personal information.

This policy does not limit or exclude any of your rights under the Act and explains how UAMT collects 'personal information', how that information is stored, secured and handled, and what rights you have in relation to that information, and retrieving or deleting your information.

What this policy covers

Our privacy policy covers, but is not limited to, our website <http://urbanark.nz>, Facebook page <https://www.facebook.com/ManawaTaiao/>, and personal information collected by us through other channels or sources, such as by email, telephone or face to face.

By making use of our website, Facebook or our services, you are deemed to have accepted this privacy policy and all provisions provided within.

This policy does not apply to pages or sites hosted by other organisations whom UAMT might work with, or that our sites may link to.

Collection and use of personal information

Personal information that UAMT might collect from you includes your name, address, contact details (such as telephone number and email address) and, if you are a donor, your payment details and banking details. Specific activities may request additional information, such as your conservation preferences, family details or other information.

Personal information is generally collected directly from you. However, sometimes we may use publicly available information to update your details. To do this, we may use third party service providers.

Other than the updating of information referred to above, UAMT does not collect personal information from you unless you voluntarily choose to give it to us via our website, over email, a phone call, petitions, submissions, by signing up for information or as a supporter or volunteer or via another face-to-face communication, or by post.

By providing UAMT with your personal information, you accept this privacy policy and authorise us to collect, store and process your information in the ways outlined in this policy.

We use personal information provided to us for the purposes for which it is provided, and for related purposes relevant to our activities or the activities of affiliated groups. This might include (but is not limited to):

- Maintaining and administering your ongoing contact with us
- Organising volunteer activities
- Support of group administration and activities
- Event administration
- To lobby local or central government or agencies thereof for the purposes of the submission or petition you have signed up to
- To market and communicate our news and important items of interest (if you have elected to hear from us). You can opt out at any time.

- Processing donations and regular giving transactions

We do not sell, publicly disclose or rent your personal information to any person or entity.

Circumstances for disclosing your personal information

We may disclose your personal information to:

- Another environmental group affiliated with us
- Any business that supports us, including any person that hosts or maintains any underlying IT system or data centre that we use to provide the website or other services
- Other third parties (for anonymised statistical information)
- A person who can require us to supply your personal information (e.g., a regulatory authority)
- Any other person authorised by the Act or another law (e.g., a law enforcement agency)
- Any other person authorised by you

Internet use

While we take reasonable steps to maintain secure internet connections, if you provide us with personal information over the internet, the provision of that information is at your own risk.

If you post your personal information on any online message boards (e.g., website or social media), you acknowledge and agree that the information you post is publicly available.

If you follow a link on our website to another site, the owner of that site will have its own privacy policy relating to your personal information. We suggest you review that site's privacy policy before you provide personal information.

How we store personal information

UAMT houses information on databases, web servers, local devices, computers and on cloud storage services.

Some of these are within New Zealand and some may be provided by overseas entities, or copies are stored on overseas services.

These may be provided by partner providers who operate their own privacy policies and data security policies that UAMT has deemed adequate and reliable as an enterprise class data storage facility. UAMT however accepts no liability for the performance, security and reliability of such entities.

We will take reasonable steps to keep your personal information safe from loss, unauthorised activity, or other misuse.

Social marketing and web analytics

UAMT utilises technology for marketing and promotion activities that may anonymously make use of personal data to deliver ads or social content. This may include Google and Facebook re-marketing services that can identify a person by their email or social login data.

Additionally, we make use of Google Analytics for web statistics that provides anonymous web usage data and web interaction analysis to us.

UAMT suggests that users of such channels are always familiar and satisfied with the individual data and privacy policies put out by these organisations.

Cookies and automatic recall of web data

Our websites use cookies. A cookie is an element of data that our site can send to your browser, which may then be stored on your hard drive or device. Our web site uses cookies to customise certain options and to make it easier for registered users to engage and complete online forms without re-entering data, and to improve the experience of regular visitors. You may set your web browser to notify you when you receive a cookie, or to disable cookies altogether.

Use of Photos and Videos

UAMT might take and use photos or videos at public or UAMT events for administrative, promotional, advocacy or other non-commercial purposes. Where possible and appropriate there will be statement within event information to make participants aware that photos and videos of them participating in activities at the event may be shared publicly by UAMT for these purposes. Images of identifiable children would not be shared without obtaining consent from a legal guardian.

If photos/video are published in the news media, the Privacy Act does not apply to any news media organisation in relation to its news activities or to private individuals for personal use. Therefore, members of the public attending an event can share images taken by them on social media, subject to any conditions or restrictions of entry that may be imposed by the venue or event organiser.

The right to access, correct or delete personal information

You have the right to know what information UMAT holds about you, to correct it in case of error, or to have it erased if you wish. These obligations are provided in accordance with the Privacy Act 2020 ([Principle 6 – Access to personal information](#) and [Principle 7 – Correction of personal information](#)). Subject to certain grounds for refusal set out in the Act, you have the right to access your readily retrievable personal information that we hold and to request a correction, update or deletion.

Before you exercise this right, we will need evidence to confirm that you are the individual to whom the personal information relates.

In respect of a request for correction, if we think the correction is reasonable and we are reasonably able to change the personal information, we will make the correction. If we do not make the correction, we will take reasonable steps to note on the personal information that you requested the correction.

If you want to exercise either of the above rights, email us at info@urbanark.nz providing evidence of who you are and set out the details of your request (i.e. the personal information, or the correction that you are requesting). If you have any general questions about the information, we maintain about you or questions relating to this policy, please send them to the same address.

Changes to this policy

The UAMT Trust Board will regularly review and update this policy as required. We do not directly advise our website users or contacts of privacy policy updates, and therefore encourage you to revisit this page periodically to ensure you are comfortable with our current policy.

We may change this policy by uploading a revised policy onto the website. The change will apply from the date that we upload the revised policy.