

Cinta Insights Ltd Privacy Policy

Effective 1st September 2023

Privacy and the protection of your data underpins the service that Cinta Insights Ltd delivers. This document outlines the steps that Cinta Insights Ltd takes to ensure as a member of our Community you are aware of how your data is stored, and used. It also provides a view of the privacy steps we take and how your privacy and data is protected.

Introduction

By registering as a member of the Cinta Insights Community you will be asked to provide certain information. This information is detailed within this document.

Our Privacy Policy is based on the following principles:

- You can access, update or change profile information at any time
- You can opt out/unsubscribe at any time.
- You can request to have your account deleted
- We only store profiling information you choose to provide
- We do not permit third party business or businesses to access your information unless we receive your express, written consent to do so
- We will not forward or transfer your information to any third parties
- If you have any concerns or questions relating to this document then please send your enquiry to info@cinta.co.nz

What Information do we collect?

1. We collect and store the following types of information:
 - a. Information that you directly provide Cinta Insights Ltd- in signing up to our community;

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2. Information which you directly provide may include:
 - a. Name, Phone number, email address you provide when registering a Cinta Insights Account
 - b. Profiling information as provided when you confirm your participation in our community
 - c. Any responses you provide in completing survey activity
 - d. The content of any feedback or correspondence you send Cinta Insights Ltd

- e. Any banking or other details you provide Cinta Insights Ltd in requesting a rewards payout;

Or-

3. Information that we collect relating to your use of, and interaction with, Cinta Insights can include:
 - a. your IP address
 - b. your activities, such as when you accept or skip an invitation, your participation in surveys and your progression through a particular survey;
 - c. Information about the device you are using to access Cinta Insights Ltd online surveys (eg whether you are using a computer, mobile phone, tablet etc); or
 - d. Your rewards history from participating in Activities and any rewards you may have been earned and delivered

What do we do with the information we collect?

1. We use profiling information to deliver surveys relevant to you
2. We use profile information in conjunction with information obtained from sources such as your IP address and address (via Geo-Location software) to match and deliver relevant surveys to you
3. Cinta's clients may require access to profiling information to determine the target audience for specific survey.
 1. We only provide profile information to clients in a format that is aggregated and de-identified. No response is directly provided to a client alongside personally identifiable information unless express consent has been obtained prior
 2. The responses you submit during a survey are also provided to Cinta clients in a de-identified format
4. During some surveys you may be asked to provide your name, email address and other contact information. In relation to these occasions, you should note that:
 1. you are providing this Information directly to the end client – and are not bound to provide your permission unless you are happy to have this information passed on
 2. your Information will be dealt with in accordance with the relevant client privacy policy and not this Privacy Policy; and
 3. you are always free to decline providing contact details to a client
5. We may also use information you provide to:
 1. help detect and prevent fraudulent activity;
 2. maintain the data quality of survey responses;
 3. improve and personalise your experience;

How can you access your information?

1. You can access and update or amend profile information at any time by requesting it from info@cinta.co.nz or george@cinta.co.nz .
2. You can update and change the email address with which you registered by contacting Cinta Insights Ltd at info@cinta.co.nz or george@cinta.co.nz

Disclosure to Third Parties

1. We will not sell, trade, give or rent any Information to a third party unless:
 1. you have expressly consented to such disclosure;
 2. required to do so by law.

2. Any survey data you provide may be analysed and aggregated by Cinta Insights Ltd employees based in New Zealand. All Cinta Insights Ltd employees are required to maintain the same privacy standards as required
3. Additionally, some surveys may be commissioned by clients based outside of New Zealand Your survey data may be delivered to these clients which operate outside of New Zealand

Security

1. All of the information collected and stored by Cinta Insights Ltd is protected by firewalls against unauthorised access.
2. We will do all we can using all technology available to us and the Community Platform used Forsta+ to maintain the security of your data. By accepting this Privacy Policy you indicate that you acknowledge this

Closing your Account

You are always able to request closure of your Account. Upon closure of your account we will provide you the option of having all data obtained through the Site deleted from Cinta Insights Ltd records with the exception of information required for taxation and auditing purposes.

General

1. Joining the Cinta Insights Ltd community is completely opt-in and you may request to leave at and time by contacting info@cinta.co.nz or george@cinta.co.nz
2. On signing up you agree that you understand and accept this Privacy Policy.
3. You may direct any complaints or concerns about our privacy policies or procedures, to info@cinta.co.nz or george@cinta.co.nz
4. This Privacy Policy may require amendment on occasion. We will contact you and notify you of any change in this eventuality