

TOMORROW SHOPPER – PRIVACY POLICY

This privacy policy (“**Policy**”) outlines how Tomorrow Shopper (“**we**”, “**our**”, “**us**”) -collect, store, use and disclose personal information (as defined in the Privacy Act 2020) (“**Personal Information**”). Tomorrow Shopper is owned by Woolworths New Zealand Limited, which has engaged Camorra Research Limited (NZ Company Number 1522072) (“**Camorra**”) to own, operate and maintain the website, tomorrow-shopper.co.nz (“**Site**”) on our behalf and provide certain services to us in relation to the Surveys (as defined below). By using the Site and / or by signing up as a Tomorrow Shopper member (“**Member**”), or by using any service provided via the Site, you consent to the collection and use of your Survey data and Personal Information in accordance with this Policy. Terms defined in this Policy will have the same meaning given to those terms in the [Terms and Conditions](#), unless otherwise defined in this Policy.

What personal information do we collect?

You share Personal Information with us and Camorra when you participate in our surveys and other market research related activities such as online forums and polls (“**Surveys**”), register as a Member, or provide us with any other information through the Site. We may also collect aggregated information generated by our systems, which tracks traffic to our Site but does not relate to you personally or identify you in any way.

What happens if you fail to provide us with your Personal Information?

You are not required to provide us or Camorra with your Personal Information when we request you to do so. However, if you choose not to provide us with necessary Personal Information, we may not be able to complete your registration as a Member, or provide you with the benefits available to you as a Member.

How do we use Personal Information?

The Personal Information you provide may be used by us (and our employees, officers, agents, contractors and affiliates) to:

- (a) carry out research, including market research and surveys;
- (b) assist us in the provision and improvement of our products and services that we provide;
- (c) keep the Site relevant and of interest to users;
- (d) undertake analysis in aggregate form (identifiable characteristics removed so that you will remain anonymous); and
- (e) achieve any other purpose which is stated to you at the time of collection or that you otherwise authorise.

Who do we share Personal Information with?

Because Camorra operate and maintain the Site, and provide certain services to us in relation to the Surveys, your Personal Information is shared with them and Camorra’s subcontractor, as described below in the section headed *How do we store Personal Information*.

We may also disclose Personal Information to:

- (a) our affiliates (which means any related company or any person or other entity which directly or indirectly controls, is controlled by or is under common control with us) for the purposes set out in the above;
- (b) other third parties, where you have consented to such disclosure; and
- (c) our agents, contractors and suppliers to enable them to provide services and products to us in relation to the Site (such as hosting and support services).

In addition to the above, we:

- (d) reserve the right to disclose your Personal Information when we believe it is appropriate to comply with the law, facilitate court proceedings or to protect our rights;
- (e) may share the aggregated results of our market research and information about our Member base with our contractors, affiliates, partners and other third parties. However, you will not be personally identifiable from such information; and
- (f) will provide your responses to Surveys, online discussions or focus groups to Woolworths New Zealand Limited. Your Survey, online discussion and/or focus group responses may be augmented with additional information they have about you for analysis, reporting or modelling purposes.

How do we store Personal Information?

Any Personal Information that you provide to us through the Site will be collected and held by Camorra. Camorra may engage software provider Alida Communications (formerly known as “Vision Critical”) located at 365 Bloor St E, 5th Floor, Toronto, ON M4Z 3L4 Canada (“**Alida Communications**”). Alida Communications, through Camorra, may also provide certain services to us in relation to the Site and the Surveys. Camorra (and Alida Communications) will only use your information to analyse and report survey results to us.

We will take reasonable technical and organisational precautions (including complying with generally accepted industry standards) to prevent the loss, misuse or unauthorised alteration of your Personal Information. You are responsible for ensuring your Internet browser and computer system are secure (including, but not limited to, free and secure from viruses) and can support any security measures we use to protect your Personal Information. Sensitive information is encrypted using SSL technology.

Data Access and Correction

Under the Privacy Act 2020 you have the right to access and request the correction of Personal Information that we hold about you. To do so, please email support@tomorrowshopper.co.nz

Commercial electronic messages

If you provide us with electronic contact details, you agree that we may send you commercial electronic messages (e.g. emails) for any of the purposes set out in this Policy.

Opting In and Opting Out

You may opt out as a Member by clicking the unsubscribe link in any email sent to you or by contacting support@tomorrow-shopper.co.nz

Business Transitions

In the event:

- a) of a change in ownership of all or a portion of Camorra or Alida Communications, their affiliates or the Site; or
- b) we end our contract with Camorra and appoint a new third party to own, operate and maintain the Site;

your user information may be transferred to the new owner so that the Site can continue operations. In this event, your information would remain subject to this Policy.

Changes to this Policy

We reserve the right to update this Policy in the future to reflect changes to applicable law or changes to our business. Any changes will take effect from when we publish the updated Policy on our Site, so please check our Policy on our Site from time to time.