

SPARK IDEA EXCHANGE – PRIVACY POLICY

In this policy:

- “we” or “Spark” means [Spark New Zealand Trading Limited](#)
- “you” means you, the person that we have invited to participate in our online *Idea Exchange* research panel surveys and discussion groups, or visiting our *Idea Exchange* website

Other policies applying:

This privacy policy applies in conjunction with our Spark Idea Exchange [Terms and Conditions](#). It does not alter or affect any other policies or terms and conditions that apply when we provide you or your organisation with goods and services.

Collection of your information:

This privacy policy relates to the personal information that you provide to Spark when you participate in Spark online research programme *Idea Exchange*. By participating in *Idea Exchange* research panel surveys and discussion groups you acknowledge that you have read the terms of this privacy policy and you consent to the collection and use by us and our contractor [Camorra Research Limited](#) of your personal information in accordance with the terms of this privacy policy.

In order to qualify for the *Idea Exchange* research panel you will be asked to register online and complete a profile questionnaire which we will use to determine your suitability for the *Idea Exchange* research panel. In the event that you do not qualify to become an *Idea Exchange* research panel member any identifiable information that you have provided to us during the registration process and in the profile questionnaire, such as your name, address and email address, will be deleted from the *Idea Exchange* database.

If you successfully qualify for the *Idea Exchange* research panel we will collect and store the information that you have provided to us in the profile questionnaire and the information that you provide to us each time you complete a survey or participate in discussion groups.

Spark may match your *Idea Exchange* responses back to our customer database. The information held about you in our customer database will be used to identify appropriate surveys for you to complete, or for analysis, the results of which will only be in an aggregate form and will only be used to help us identify trends in customer groups. For example we may be interested in how those using 4G data feel about an improved network upgrade in their region.

Use of your information:

We may disclose your information to our contractors; [Camorra Research Limited](#), a New Zealand based market research company, and [Big Picture Limited](#), a New Zealand based market research company, to carry out market research on Spark’s behalf. We will take reasonable steps to require Camorra Research Limited and Big Picture Limited, to comply with our instructions and not to use your personal information for any other purposes. The aggregated results of our market research may be shared within Spark and/or provided to a third party, including the media.

The information we collect is stored in a secure database by our software provider [Vision Critical](#), located at 858 Beatty Street, Vancouver, British Columbia, Canada. Vision Critical hosts Spark *Idea Exchange* website, and, together with Camorra Research Limited, manage the *Idea Exchange* database. Vision Critical and Camorra Research Limited will only use your information to analyse and report survey results to Spark, and it will not be disclosed to any party other than Spark or used for any purpose other than market research.

Use of email addresses:

In order to invite you to take part in surveys and discussion groups we will use your email address. We may also use your email address for administration relating to identifying and informing winners of the prize draw. In cases where your email and contact details are updated in the *Idea Exchange* panel or do not match those held in our customer database, we may update our customer database to match corrected contact details.

Ending your *Idea Exchange* membership:

You may end your *Idea Exchange* membership at any time by clicking on “Unsubscribe” link at the bottom of your survey invitations or by emailing support@ideaexchange.spark.co.nz with “Request Remove” in the subject line.

Once you have unsubscribed from *Idea Exchange* any identifiable information, such as your name, address and email address, will be deleted from the *Idea Exchange* database. Any aggregated information arising out of your participation in *Idea Exchange* surveys may still be kept but you will not be identifiable as an individual by any party, including Spark, Camorra Research Limited or Vision Critical.

Changing this policy:

We may change this privacy policy at any time by adding to, removing or amending the existing terms. Amendments may take the form of a completely new policy. We will tell you about any changes that we make by posting an updated policy on our website. Changes will be effective from the date that the updated policy is posted.

Under the [Privacy Act 1993](#) you have rights of access to and correction of the personal information that the *Idea Exchange* research programme holds about you. If you wish to access or correct such information or if you have any questions about Spark *Idea Exchange* privacy policy please contact us at support@idealexchange.spark.co.nz.