



# Website Privacy Policy

## Introduction

Oh hey! Welcome.

If you're reading this document, then I commend you on your thoroughness and eagerness. There are quite a few pages below that outline my privacy policy. Basically, I'm promising to be upfront, honest, and to run my business in an ethical manner that is congruent with my values and the appropriate New Zealand and International Laws.

This website, [laurainorder.com](http://laurainorder.com), is owned and operated by Laura Dick of Laura In Order NZBN 9429046482754. If you have any questions or need further information, please contact:

Laura Dick [laura@laurainorder.com](mailto:laura@laurainorder.com)

This document sets out my Privacy Policy. It describes how I collect and manage your personal information when you interact with this site. I take this responsibility very seriously. If you have any questions or concerns about how your personal information is being handled, please do not hesitate to contact me.

I comply with the Privacy Principles covered by the *New Zealand Privacy Act 1993*

I understand that visitors from the EU may access this site, so I also aim to comply with the General Data Protection Regulations (GDPR).

## Personal Information

If you engage with me via this website, or choose to become my client I may ask to collect the following kinds of personal information from you, including:

### Contact Details

- Your name and email address when you opt into my email list
- The country that you live in

### Interests & Preferences

- Your opinion about future topics, products or services that may interest you

### **Interaction**

- Information that allows me to tailor my content to your needs when you sign up for one of my webinars or promotional events

### **Internet**

- With your consent, I may collect your IP address, and information about your browsing history to help me improve the usability and appeal of my website

## Collection and Use

I may collect your personal information by various means including:

### **How and when do you collect information**

- An opt-in form for my mailing list to access a free download
- When you register for a webinar
- When you purchase an online course or membership
- When you book a free or paid appointment with me via my online booking tool
- When you sign a client agreement as part of working with me via my 1:1 services
- When you submit an enquiry form on my website

I use this information to:

- To provide access to the free and paid products you have signed up for
- To provide free and paid services you have requested
- To provide you with relevant news and updates about our services
- To respond to enquiries
- To improve this website and the services I provide

I will only collect your personal information:

- With your full awareness and consent, such as when you email me, or fill in a form to provide me with information
- If I need it to provide you with information or services that you request
- If I am legally required to collect it
- For necessary administrative processes if you become my client
- If I believe that I can demonstrate a legitimate interest in using your data for marketing purposes, although I will always give you a choice to opt out

## Sensitive Information

I understand that some information is particularly sensitive.

I will only collect sensitive information by methods that are reasonably secure, such as:

- Through my intake form in when you book an appointment or sign a client agreement
- In a zoom consultation
- When you send me information in an email

The reason why I collect this information is:

- So that I can provide you with the services you have contracted for
- To ensure that I am providing you with the most appropriate services

The sensitive information I ask you to provide for this purpose may include:

- Login details to your business applications
- Information about your business including your client list, your services and charges

I am committed to securely storing and handling your sensitive information.

- Sensitive information is stored on a password protected computer and on a password protected cloud storage drive.
- Only I may access sensitive material.
- Some sensitive information may be stored securely online, or in the cloud through:
  - Acuity Scheduling: <https://help.acuityscheduling.com/hc/en-us/articles/219149587-Security-Privacy-Compliance>
  - Dubsado CRM: <https://www.dubsado.com/new-page>
  - Kartra: <https://home.kartra.com/privacypolicy>
  - Google Drive: <https://www.google.com/drive/terms-of-service/>

I do not collect sensitive information from children under the age of 18.

All archived sensitive information is securely destroyed after 2 years.

## Use of Personal Information

Reasons why I may disclose your personal information include:

- To provide access to services that you have purchased
- When using support services (such as a VA)

In order to do this, I may share some relevant personal information - on a strictly need to know basis - with:

- Independent contractors such as my VA (Virtual Assistant), Book Keeper, Business Consultants
- My email marketing provider
- My CRM provider

### **Legal disclosure**

I will also disclose your information if required by law to do so or in circumstances permitted by the *Privacy Act* – for example, where I have reasonable grounds to suspect that unlawful activity, or misconduct of a serious nature, that relates to my functions or activities has been, is being or may be engaged in, and in response to a subpoena, discovery request or a court order.

If you have any concerns regarding the disclosure of your personal information, please do not hesitate to get in touch with me to discuss this personally.

### **Disclosure overseas**

I will use all reasonable means to protect the confidentiality of your personal information while in my possession or control. I will not knowingly share any of your personal information with any third party other than the service providers who assist me in providing the information and/or services I am providing to you. To the extent that I do share your personal information with a service provider, I would only do so if that party has agreed to comply with our privacy standards as described in this privacy policy. However, some of my service providers may be overseas and may not be subject to New Zealand Privacy Laws or compliant with GDPR. Please contact me if you have any concerns about the potential disclosure of your information.

## Security

### **Policy statement**

I take reasonable physical, technical and administrative safeguards to protect your personal information from misuse, interference, loss, and unauthorised access, modification and disclosure.

I manage risks to your personal information by:

- Storing files securely
- Ensuring that only I have access to sensitive information
- Releasing information to service providers on a strictly need-to-know basis, and
- Conducting regular audits of my security systems.

As mentioned above, your personal information may also be stored with a third-party provider, where it will be managed under their security policy:

- Kartra - <https://home.kartra.com/gdpr>
- Acuity Scheduling - <https://help.acuityscheduling.com/hc/en-us/articles/219149587-Security-Privacy-Compliance>
- Dubsado - <https://www.dubsado.com/new-page>

From time to time I may combine information provided by you with information gathered from:

- Facebook
- Google Analytics
- Personal contact

If you do not wish this to occur, please contact me.

## Access to Information

You can contact me to access, correct or update your personal information at any time. Unless I am subject to a confidentiality obligation or some other restriction on giving access to the information which permits me to refuse you access under the *Privacy Act*, and I believe there is a valid reason for doing so, I will endeavour to make your information available you within 30 days.

Please begin the process by sending an email requesting access to your information to me at [laura@laurainorder.com](mailto:laura@laurainorder.com) and I will endeavour to respond within 7 days.

### Complaints

If a breach of this Privacy Policy occurs, or if you wish to request a change to your personal information, you may contact me by sending an email outlining your concerns to me at [laura@laurainorder.com](mailto:laura@laurainorder.com) and I will endeavour to respond within 48 hours.

If you are not satisfied with my response to your complaint you may seek a review by contacting The Office of the New Zealand Privacy Commissioner using the information available at <https://www.privacy.org.nz/>

### Notification of Change

If I decide to change my Privacy Policy, I will post a copy of the revised policy on my website.

### Notification of Breach

If I have reason to suspect that a serious data breach has occurred and that this may result in harm or loss to you, I will immediately assess the situation and take appropriate remedial action. If I still believe that you are at risk, I will notify the Office of the Privacy Commissioner and either notify you directly, or if that is not possible, publicise a notification of the breach on this website.