

Paws Off! Privacy Statement

Your privacy is important to us. This Privacy Statement details what information we collect from you and how we use, share, store and manage it.

1) What information we collect, use and disclose

a) Feedback about the Paws Off! symbol, resources, content, and website.

We collect any feedback you provide to us about the Paws Off! Code tool, resources, content, and website to improve the website experience, understand how you use Paws Off! symbol and identify ways that we can enhance Paws Off! resources for you and others.

If you give us feedback that includes any personal information (such as your name and email address) in this feedback we may use this to contact you about your feedback. We will only store this information for as long as necessary to address your feedback.

Feedback is processed directly by Southern Cross Pet Insurance, via pawsoff@southerncrosspet.co.nz.

b) When you download and use the Paws Off! symbol

When you use the Paws Off! symbol & resources we record the number of times Paws Off! resources are downloaded, which version of the symbol is downloaded, the type of device and the general area where the symbol is downloaded from e.g. Auckland. We use this information to help measure the number of people who download and use the Paws Off! warning symbol, and to improve the Paws Off! website.

We may use publish aggregated information about usage patterns but these won't identify individual devices or persons.

c) During your visit to the Paws Off! Code website

We may collect and store the following information about your visit, including:

- the IP address of your machine when connected to the Internet and the
- domain name from which you are accessing the Internet;
- the operating system and the browser your computer uses, and any search engine you are using;
- your browsing behaviour;
- the date and time you are visiting;
- the URLs of the pages you visit while you are on pawsoff.co.nz

Although we may publish aggregated information about usage patterns, we do not disclose information about individual devices or domain names.

d) Use of cookies for advertising and analytics

Our website places a cookie on the hard drive of your device. A "cookie" is a file which allows us to track and target the interests of users. In addition, our website uses third party cookies from Google Analytics, Google Marketing Platform, Google Ads; Facebook to assist advertisers, which include the following features:

- Google Marketing Platform and Google Ads integrations & remarketing – the integrations with our paid advertising platforms give us additional insight and allows us to tailor our advertising. This ensures the right adverts are shown to you while you are using the internet outside our website.
- Google Analytics - which gives us insight into behaviour information relating to visitor age, gender and interests on an anonymous and aggregate level. It also tracks your activity across the Paws Off! Code website and app. This will help us to understand browsing behaviour to give you a better experience whilst visiting our sites.
- Facebook - We make use of Facebook's Pixel to help us tailor ads and to make recommendations to people who may be interested in the products, services or causes we promote.

Cookies are used to analyse your use of our website and to serve ads after you've visited our website or used our app. The information we collect and share with third parties through cookies is aggregated and therefore anonymous (it does not include personal information which is likely to identify you). You can access information about Google's Privacy Policy [here](#). You can access information about Facebook's Privacy Policy [here](#).

Turning off cookies:

While we recommend that users enable cookies on their browsers in order to enjoy all the features of our website, the decision remains in the hands of the individual. Your internet browser should allow you to control the use of cookies. In addition, you can opt-out of Google Analytics Advertising Features [here](#). or use a browser plugin to opt-out of Google Analytics cookies [here](#).

e) We may also disclose your personal information when allowed or required by the law.

2) Accessing and correcting your personal information

Your information is held by Southern Cross Pet Insurance at Level 1, Te Kupenga, 155 Fanshawe Street, Auckland City 1010. You have the right to access or request correct of any personal information we hold about you. To access or correct your personal information - or if you have any other questions - you can contact us by email pawsoff@southerncrosspet.co.nz.

3) Changing this policy

We may change this policy at any time by changing or removing existing terms or adding new ones so please check back here from time to time

Any change we make applies from the date we post it on the Paws Off! website.