

## PRIVACY POLICY

### INTRODUCTION

TracPlus Global Limited (**we, us, our, TracPlus**) is committed to protecting the privacy of those who use our Website, services and associated equipment and others who we interact with us. We comply with all Data Privacy Laws that are applicable to our dealings with your Personal Information.

This policy sets out how we collect, process, use, dispose and protect information that relates to an identified or identifiable individual across our Website and TracPlus Services (**Personal Information**). If you can't be identified (for example, when Personal Information is aggregated and anonymised) then the information or data is not Personal Information and this notice doesn't apply.

Our cookie policy (available at [www.tracplus.com/termsandconditions](http://www.tracplus.com/termsandconditions)) also forms part of this Privacy Policy and, if you are based in the European Union and we process any of your Personal Information, the additional terms in our GDPR addendum (available at [www.tracplus.com/termsandconditions](http://www.tracplus.com/termsandconditions)) will also form part of this Privacy Policy and apply to you.

This Privacy Policy is governed by New Zealand law. For more information about privacy issues in New Zealand and protecting your privacy, visit the New Zealand Privacy Commissioner's website at [www.privacy.org.nz](http://www.privacy.org.nz).

This Privacy Policy uses the same definitions as those used in the TracPlus terms and conditions, available at [Terms and Conditions](#).

### CHANGES TO THIS POLICY

We may change this Privacy Policy by uploading a revised policy onto the Website. The change will apply from the date that we upload the revised policy.

This Privacy Policy was last updated on 8 September 2021.

### WHAT PERSONAL INFORMATION DO WE COLLECT

We collect, hold and process two categories of Personal Information:

**Account and Marketing Data** is Personal Information that we collect about you:

- in connection with the creation or administration of a customer account
- if you ask to receive information about us or our services or sign up to our newsletter
- when you contact us directly (e.g. telephone call, Website enquiry form, email or through your user dashboard) or visit our Website

The Account and Marketing Data we collect may include company/personal names, usernames, phone numbers, email addresses and any other contact information you provide to us, your location, billing information, purchase history, information about how you use the TracPlus Services (for example, transactions, data and call volumes, Plan details), your IP address and/or other device identifying data, information contained in your correspondence with us or survey responses and other information required to provide a service or information you have requested from us.

**Operational PI** is personal information about our customers' personnel that is collected using or input into the TracPlus Solution. Operational PI may include personnel names, addresses and contact details, emergency contacts, position, event and messaging data, and any other information that our customers capture using the TracPlus Solution.

## **WHO DO WE COLLECT YOUR PERSONAL INFORMATION FROM**

We collect Personal Information about you from:

- you, when you provide that Personal Information to us, including via our Website and the TracPlus Service, through any registration or subscription process, through any contact with us (e.g. telephone call or email) or when you access or use our TracPlus Service;
- third parties where you have authorised this (e.g. satellite, cellular and radio networks) or where the information is publicly available (e.g. online public registers or your Website). If possible, we will collect Personal Information from you directly; and
- your use of the Website and/or the TracPlus Service, as a consequence of any action you might take while using our Website or TracPlus Service or interacting with any part of the TracPlus Service.

When you visit or use our Website or the TracPlus Solution, we may collect information about you:

- by recording clickstream data, which is non-personal information that is recorded when you click anywhere on a webpage and is used for the purposes of collecting, analysing and reporting data about how you use our Website and related services; and
- through the use of cookies, web beacons and similar storage technologies. Please refer to our cookie policy at [www.tracplus.com/termsandconditions](http://www.tracplus.com/termsandconditions) for further information, including information on how you can disable these technologies.

You do not have to provide us with your name and email address to access and use the Website. However, you must provide us with your name, contact and billing details when using some of our services such as signing up for our newsletter or creating an account to access our paid services. The consequence of not providing your name, contact and billing details is that we will not be able to provide paid services to you.

## **HOW WE USE YOUR PERSONAL INFORMATION**

We will use your Operational PI solely as provided for in our Terms and Conditions and/or other agreements with our customers that govern the processing of your Operational PI (as applicable). We require our customers to comply with all applicable Data Privacy Laws in connection with their access to and use of the TracPlus Service.

We may use your Account and Marketing Data:

- to verify your identity
- to provide the Website and TracPlus Service to you
- to market our services to you, including contacting you electronically (e.g. by text or email for this purpose). You can stop receiving our marketing emails by following the unsubscribe instructions included in those emails
- to improve the services that we provide to you
- to undertake credit checks of you (if necessary)
- to bill you and to collect money that you owe us, including authorising and processing credit card transactions
- to tailor content or advertisements to you
- to respond to communications from you, including enquiries and complaints
- to conduct research and statistical analysis (on an anonymised basis)
- to protect and/or enforce our legal rights and interests, including defending any claim
- for any other purpose authorised by you or any applicable Data Privacy Law

- to respond to lawful requests by public authorities, including to meet law enforcement requirements
- to respond to due diligence requests and/or transfer your information in the case of a sale, merger, consolidation, liquidation, reorganisation or acquisition

### **DISCLOSING YOUR PERSONAL INFORMATION**

We will disclose your Operational PI solely as provided for in our Terms and Conditions and/or other agreements with our customers that govern the processing of your Operational PI (as applicable).

We may disclose your Account and Marketing Data to:

- another company within our group for the purposes described in this Privacy Policy
- an Outsourced Service provider, where you have agreed to procure an Outsourced Service
- any other person authorised or requested by you, including emergency services organisations
- any business that supports our services, including any person that hosts or maintains any underlying IT system or data centre that we use to provide our website or services or that we use to process payments
- other third parties (for anonymised statistical information)
- a person who can require us to supply your Personal Information (e.g. a regulatory or public authority)
- any other person authorised by applicable Data Privacy Laws (e.g. a law enforcement agency)
- professional advisers e.g accountants, lawyers, auditors
- any other company in the case of a sale, merger, consolidation, liquidation, reorganisation or acquisition.

We share information about your use of the Website with our trusted social media, advertising and analytics partners through the use of cookies, web beacons and similar storage technologies. Please refer to our cookies policy for further information.

### **OVERSEAS TRANSFERS OF PERSONAL INFORMATION**

We utilise the services of entities in various countries (including, New Zealand, Australia, Chile, United States, Spain, United Kingdom, South Africa, Sweden) for the matters specified under the heading “Third Party Services” below. Consequently, we may transfer your Personal Information to parties located in these countries. Although we will endeavour to ensure that your Personal Information is treated securely and in accordance with this Privacy Policy as well as applicable Data Privacy Laws, you acknowledge that some of these countries may not have an equivalent level of data protection laws as those in New Zealand. You consent to the rights of access, processing and disclose on this basis.

Please see the GDPR Addendum for further information about personal data transfers from the EEA if the GDPR applies to our access and processing of your Personal information.

### **THIRD PARTY SERVICES**

We use third party services for providing parts of the TracPlus Service, including service providers that host or maintains any underlying IT system or data centre that we use to provide the website or other services and products. We do this to ensure a better experience for users and for improving the TracPlus Service or parts of it. In the process of doing so, the third-party service provider may have access to Personal Information. However, these third parties do not have the right to use the Personal Information for their own use.

The third-party providers used by TracPlus includes our professional advisers e.g accountants, lawyers, auditors and the following service providers: Google, Xero, Ask Nicely, Freshdesk, Flightcell, Honeywell Statamatics, Trotter, AMS, Bluesky, NAFC, Lattitude Inc., Skyconnect, Skytrac, Spidertrackers, USFS, Philips Search and Rescue NZ, ADP PAY-BY-PAY, ADP, LLC (DD), Aeris Communications Inc, FedEx Express Services, Forrestall CPAs, Garmin International, Inc., Tagent Link Ltd, Airborne Mission System Pty Ltd, Apple Pty Limited, ASIC, CCM Guidance Systems Pty Ltd, GARMIN AUSTRALASIA PTY LTD, GeoRESULTS Pty Ltd, UPS, Heli-Central Pty Ltd, Pacific Avionics PTY Ltd, Search and Rescue Services Ltd, ShuffleHub, SMS Global, St John Ambulance, St John ECL, Vodafone Australia, Vodafone New Zealand Limited, Wanaka Search And Rescue, Wireless Innovation Limited, Web24 (Hostopia Australia Web Pty Ltd) (CC), Aerial Fire, Aeris Communications, Inc, Airborne Mission System Pty Ltd, Bulksms.com (CC), Bulletin, CCM Guidance Systems Pty Ltd, Dext (CC), Emnify GmbH, GeoRESULTS Pty Ltd, GroundControl, Helicopters Otago Ltd, Highland Helicopters, HubSpot, Iridium Satellite LLC, JT (Jersey) Ltd, M2M One NZ Limited, Mailgun Technologies Inc (CC), Met Ocean Telematics, Microsoft (CC), MyNetFone, Nal Research Corporation, Pacific Avionics PTY Ltd, Rackspace, Rackspace Technology.

### **PROTECTING YOUR PERSONAL INFORMATION**

We will take reasonable steps to keep your Personal Information safe from loss, unauthorised activity, or other misuse. We implement appropriate technical and organisational measures to ensure a level of security appropriate to risks inherent in processing Personal Information.

You can play an important role in keeping your Personal Information secure by maintaining the confidentiality of any password and accounts used in relation to our TracPlus Service. Please do not disclose your password to third parties. Please notify us immediately if there is any unauthorised use of your account or any other breach of security.

### **ACCESSING AND CORRECTING YOUR PERSONAL INFORMATION**

Subject to certain grounds for refusal set out in the applicable Data Privacy Laws, you have the right to access your readily retrievable Personal Information that we hold and to request a correction to your Personal Information. Before you exercise this right, we will need evidence to confirm that you are the individual to whom the Personal Information relates.

In respect of a request for correction, if we think the correction is reasonable and we are reasonably able to change the Personal Information, we will make the correction. If we do not make the correction, we will take reasonable steps to note on the Personal Information that you requested the correction.

If you want to exercise either of the above rights, email us at [support@tracplus.com](mailto:support@tracplus.com). Your email should provide evidence of who you are and set out the details of your request (e.g. the Personal Information, or the correction, that you are requesting).

### **HOW LONG WE KEEP YOUR PERSONAL INFORMATION**

We will keep your Personal Information:

- until we no longer have a valid reason for keeping it;
- until you request us to stop using it; or
- for as long as required by law e.g., we keep invoice information for 7 years to fulfil our tax obligations.

You should be aware that we do keep backups and logs for up to six months before they are automatically deleted. When a customer account is deleted, some information continues to be stored in backups.

#### **INTERNET USE**

While we take reasonable steps to maintain secure internet connections, if you provide us with personal information over the internet, the provision of that information is at your own risk.

If you follow a link on our Website to another site, the owner of that site will have its own privacy policy relating to your Personal Information. We suggest you review that site's privacy policy before you provide Personal Information.

#### **TRACPLUS RAY MOBILE APP**

TracPlus Ray mobile app uses GPS location data from your phone in the background to determine your precise geographic location. This information is sent to TracPlus, stored securely and only visible to other members of your organisation that use our software. This only occurs when tracking mode is enabled in the app. We do not use or share this data for any other purpose.

#### **CONTACT US**

If you have any questions about this privacy policy, our privacy practices, or if you would like to request access to, or correction of, your personal information, you can contact us here: [support@tracplus.com](mailto:support@tracplus.com).

## **GDPR ADDENDUM**

If you are based in the European Union (EU) and we access or process your Personal Information,, these additional terms (**GDPR Addendum**) form part of our Privacy Policy. These terms supplement, and do not replace, our Privacy Policy.

This GDPR Addendum uses the same definitions as those used in the TracPlus terms and conditions, available at <https://www.tracplus.com/termsandconditions/>

We may change this GDPR Addendum by uploading a revised addendum onto the Website. The change will apply from the date that we upload the revised addendum. This GDPR Addendum was last updated on 8 September 2021.

### **GDPR COMPLIANCE**

The General Data Protection Regulation (**GDPR**) regulates the collection, processing and transfer of EU individuals' personal data (as defined in the GDPR). References to Personal Information in our Privacy Policy (including this GDPR Addendum) shall be deemed references to "personal data" for the purposes of the GDPR.

We are committed to complying with the GDPR when dealing with Personal Information of our Website visitors and service users based in the EU.

This GDPR Addendum was drafted with brevity and clarity in mind. It should be read in conjunction with our Privacy Policy and does not provide exhaustive detail of all aspects of our collection and use of Personal Information. However, we are happy to provide any additional information or explanation needed. Any requests for further information should be sent to [support@tracplus.com](mailto:support@tracplus.com)

For the purposes of the GDPR:

- we are the data controller (as defined in the GDPR) when processing Account and Marketing Data; and
- our clients are the data controller when processing Operational PI.

### **PROCESSING PERSONAL DATA**

We will not process Operational PI except as provided in our Terms and Conditions and/or other agreements with our customers that govern the processing of Operational PI (as applicable). We require our customers to comply with applicable Data Privacy Laws in connection with their access to and use of the TracPlus Service and Website. If we receive any data subject requests relating to Operational PI, such as requests to access Personal Information, we will forward this request to the relevant customer.

The legal basis for our processing of Account and Marketing Data is your consent and, for certain Account and Marketing Data, processing is necessary for the performance of a contract to which you are a party.

Despite the above, we may process any of your Personal Information where such processing is necessary for compliance with applicable laws.

### **YOUR RIGHTS**

In addition to your rights included in our Privacy Policy, your rights in relation to your Personal Information under the GDPR include:

- right to erasure - you may request that we delete your Personal Information and we will do so if deletion does not contravene any applicable laws. If we have shared your Personal Information with any third parties, we will take reasonable steps to inform those third parties to delete such Personal Information.
- right to withdraw consent - if the basis of our processing of your Personal Information is consent, you can withdraw that consent at any time.
- right to restrict processing - you may request that we restrict or block the processing of your Personal Information in certain circumstances. If we have shared your Personal Information with third parties, we will tell them about this request where possible.
- right to object to processing - you may request that we stop processing your Personal Information at any time and we will do so to the extent required by the GDPR.
- rights related to autonomous decision making, including profiling – you have a right to not be subject to a decision based solely on automated processing, including processing, which produces legal effects concerning you or similarly significantly affects you, except where such automated decision making is necessary for entering into, or the performance of, a contract with you, is authorised by applicable laws or is based on your explicit consent.
- right to data portability - you may obtain your Personal Information from us that you have consented to give us or that is necessary to perform a contract with you. We will provide this Personal Information in a commonly used, machine-readable and interoperable format to enable data portability to another data controller. Where technically feasible, and at your request, we will transmit your Personal Information directly to another data controller.
- the right to complain to a supervisory authority - you can report any concerns you have about our privacy practices to the relevant data protection supervisory authority.

Where Personal Information is processed for the purposes of direct marketing, you have the right to object to such processing, including profiling related to direct marketing.

If you would like to exercise any of your above rights, please contact us at [support@tracplus.com](mailto:support@tracplus.com). If you are not satisfied by the way your query is dealt with by our data protection officer, you may refer your query to your local data protection supervisory authority e.g. in the United Kingdom, this is the Information Commissioner's Office.

## **INTERNATIONAL TRANSFER OF DATA**

The Personal Information we collect may be transferred to, and stored in, a country operating outside the European Economic Area (EEA). Under the GDPR, the transfer of personal data to a country outside the EEA may take place where the European Commission has decided that the country ensures an adequate level of protection. In the absence of an adequacy decision, we may transfer Personal Information provided appropriate safeguards are in place.

Some of the Personal Information we collect is processed in New Zealand (where our operations are located). New Zealand is recognised by the European Commission as a country that ensures an adequate level of data protection and we rely on this decision in transferring personal data to New Zealand.

Some of the Personal Information we collect is processed by third party data processors in other countries, including United States and Australia. Where Personal Information is transferred outside the EEA, it will only be transferred where the transfer complies with the GDPR (e.g. to organisations in the United States under the EU-U.S. Privacy Shield framework or by entering into the European Commission's [Standard Contractual Clauses](#)). For further information, please contact us using the details set out below.

## **CHILDREN**

We do not intend to collect Personal Information from children aged under 16. If you have reason to believe that a child under the age of 16 has provided Personal Information to us through our Website and/or by using the TracPlus Service, please contact us at [support@tracplus.com](mailto:support@tracplus.com).

Please note that the above statement relates only to Personal Information where we are the data controller (i.e. for Account and Marketing Data). Our customer is the data controller when processing Operational PI about you (or a child under your care). Please contact the relevant customer if you have any concerns about its processing of Operational PI relating to Children.

## **CONTACTING US**

You can contact us as set out in our Privacy Policy.

The name and contact details of our European GDPR representative are:

## **COOKIE POLICY**

TracPlus Global Limited (**we, us, our, TracPlus**) uses cookies to monitor your use of our Website, perform analytics and deliver marketing that we believe is relevant to you. Your continued use of our Website and related services will signify your acceptance of this cookies policy and your agreement for us to use the cookies described in this policy.

This cookie policy explains how we use cookies, how third parties may set cookies or similar technologies across the website to enable third party features or functionality and your choices in relation to cookies, including how to opt-out of cookies.

This cookie policy forms part of and should be read in conjunction with our Privacy Policy at [www.tracplus.com/termsandconditions](http://www.tracplus.com/termsandconditions). If this cookie policy does not provide the information you were looking for, or if you have further question about the use of cookies on our Website, please email [support@tracplus.com](mailto:support@tracplus.com).

This cookie policy uses the same definitions as those used in the TracPlus terms and conditions, available at <https://www.tracplus.com/termsandconditions/>

We may change this cookie policy by uploading a revised policy onto the Website. The change will apply from the date that we upload the revised policy. This cookie policy was last updated on 27 July 2021.

## **WHAT ARE COOKIES?**

Cookies are text files containing small amounts of information which are downloaded to your browsing device, e.g. a computer or smartphone, when you visit a website. Cookies can be recognised by the website that downloaded them, or other websites that use the same cookies. This helps websites know if the browsing device has visited them before.

Cookies do lots of things, like helping us understand how the Website is being used, letting users navigate between pages effectively, remembering your preferences, and generally improving your browsing experience. Cookies can also help ensure marketing you see online is more relevant to you and your interests.

In this cookie policy, we also use the term cookie to refer to similar technologies such as pixel tags. A pixel tag (also known as a web beacon) is a small string of code that represents a clear graphic image and is used in conjunction with a cookie. In contrast to cookies, which are stored on a



user's computer hard drive, pixel tags are embedded invisibly on web pages or in emails. A pixel tag allows us to capture certain additional types of information about a visitor's actions on a website, such as a visitor's cookie number, the time, date, duration and number of page views, a description of the page where the tag is placed and details about any items that were purchased. Pixel tags help us analyse our customers' online behaviour and measure the effectiveness of our website and our advertising. We work with service providers that help us track, collect and analyse this information.

### **WHAT TYPES OF COOKIES DOES TRACPLUS USE?**

The types of cookies used by us and most websites can generally be put into five categories: strictly necessary, performance, functionality, tailored content and targeting. The types of cookies we use are described further below.

#### **STRICTLY NECESSARY COOKIES**

These cookies are essential for the full functionality of our Website and the TracPlus Service. They enable you to navigate around our Website or the TracPlus Solution and use their features, such as accessing secure areas. Without these cookies, you may not be able to access all the functions of our Website or the TracPlus Service.

#### **PERFORMANCE COOKIES**

These cookies collect information about how you use our Website or the TracPlus Service, e.g. which pages are the most visited and if you receive any error messages from any pages. These cookies do not gather information that identifies you. All information these cookies collect is anonymous and only used to improve how our Website and the TracPlus Solution works. We may receive reports from our third party analytics partners as aggregate numbers and trends.

#### **FUNCTIONALITY COOKIES**

These cookies allow our Website or the TracPlus Solution to remember the choices you make, e.g. your user name, language or your region. These cookies can also be used to remember the changes you made to text size, font, and other parts of pages that you can customise. They may also be used to provide services you have requested, e.g. watching a video or commenting on a post. The information these cookies collect may be anonymous and they cannot track your browsing activity on other websites. Often, these cookies are used to enhance the performance of our Website but are non-essential to its use. However, without these cookies, certain functionality may become unavailable.

#### **TAILORED CONTENT COOKIES**

These cookies help our Website or the TracPlus Solution provide enhance features and display content in a way that is relevant to you. They help determine what information is shown on our Website based on how you have used our Website or the TracPlus Solution previously. These cookies also track your browsing activity on other websites.

#### **TARGETING COOKIES**

These cookies are used to deliver advertisements that are more relevant to you and your interests. They are also used to limit the number of times you seen an advertisement as well as help measure the effectiveness of the advertising campaign. They remember that you have visited a website and this information may be shared with other organisations such as

advertisers. This means that after you have been to our Website, you may see some advertisements about our services elsewhere on the Internet.

We use third party providers to present advertising relevant to your interests when you access the Website or the TracPlus Service, generated from data relating to your access and use of the Website or the TracPlus Solution and your other browsing history. These third party providers place cookies on your browser (as set out below) to collect information about your past use of our Website and then places ads on sites across the Internet that are more likely to be of interest to you.

You may opt-out of targeted advertising at <http://www.youronlinechoices.eu/>. You can learn more about interest-based advertising and opt out of interest-based advertising from participating online advertising companies at the following links:

Network Advertising Initiative (NAI) – <http://optout.networkadvertising.org/>

Digital Advertising Alliance (DAA) – <http://optout.aboutads.info/>

Digital Advertising Alliance EU (EDAA) – <http://www.youronlinechoices.com/>

DAA AppChoices page – <http://www.aboutads.info/appchoices>

Please note that opting out of interest-based advertising does not mean you will no longer be served advertising. You will continue to receive generic ads.

You may also opt-out or targeted advertising at <http://www.youronlinechoices.eu>. Please note this does not opt you out of being served advertising. You will continue to receive generic ads.

#### **HOW LONG WILL COOKIES STAY ON MY BROWSING DEVICE?**

The length of time a cookie will stay on your browsing device depends on whether it is a persistent or session cookie. Session cookies will only stay on your browsing device until you stop browsing.

Persistent cookies will stay on your browsing device until they expire or are deleted.

#### **FIRST AND THIRD PARTY COOKIES**

First party cookies are cookies that belong to us, while third party cookies are cookies that another party places on your browsing device through our Website or the TracPlus Solution.

#### **HOW TO CONTROL AND DELETE COOKIES THROUGH YOUR BROWSER**

The browser you are using to view the Website or use the TracPlus Solution can enable, disable or delete cookies. To do this, please follow the instructions provided for your browser. Please note that if you set your browser to disable cookies, you may not be able to access certain parts of the Website. Other parts of the Website may also not work properly. You can find out more information about how to change your browser cookie settings at <http://www.aboutcookies.org.uk./install.php>.

#### **THIRD PARTY WEBSITE COOKIES**

Other websites may use different cookies from those TracPlus uses. You acknowledge and agree that TracPlus is not responsible for any third party websites or applications and you access third party websites and applications at your own risk. Please understand other websites and applications are independent from TracPlus so you must inform yourself of their separate cookie policies.

