

# OUR POLICIES

## New Zealand

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## Privacy Statement

This Privacy Statement applies to the personal information we collect and hold as part of the services we provide in New Zealand, in accordance with the NZ Privacy Act 2020.

We care deeply about your privacy and have designed our services and business model to reflect our commitment to ensuring the fair and appropriate handling of your personal information.

This document explains how we collect and handle your personal information on the [pixevety](#) platform (which includes our mobile application) and on our brochure site. It is part of our [Terms](#) that you understand our privacy practices before you sign-up to use the [pixevety](#) platform.

In addition to the information in this document, you can read more about our approach to privacy in our [FAQs](#).

For completeness, this Privacy Statement should be read in conjunction with [Privacy @ pixevety](#) as stated on the [pixevety](#) website ([pixevety.com](#)).

## Who we are

[pixevety.com](#) is owned and operated by Pixevety Pty Ltd (ACN 160 684 677), an Australian private company based in New South Wales, with offices in Sydney, NSW and Brisbane, Qld.

Pixevety Pty Ltd is a digital service provider. We offer individuals and organisations the ability to manage images (i.e., photo and video content) in a secure, permission-based environment. When providing our services, we collect and manage personal information.

Our business model allows both individuals and agencies to use the [pixevety](#) platform. You use the [pixevety](#) platform when:

- you are our **customer** (i.e., you have an account with us and are paying for our services, or you have a complimentary subscription), and/ or
- **an agency** such as a school or sporting club is our customer and they are using the [pixevety](#) platform to manage your images (i.e., the organisation has an account with us and is paying for our services, and you have been invited by the organisation to join its Gallery).

**Important note:** When the [pixevety](#) platform is used by an organisation such as a school or sporting club to manage images, Pixevety Pty Ltd is considered a service provider to that organisation. If you have registered with us in order to join an organisation's Gallery, please take a moment to read that organisation's privacy policy too.

## Personal information

Personal information is information about an ‘identifiable individual’ – including information that identifies you directly, or could reasonably lead to you being identified.

Depending on our relationship with you, and the functionalities you wish to use on the [pixevely](#) platform, the personal information we collect is:

- name
- contact details
- images within user galleries (e.g. digital photo or video)
- key metadata relating to images (e.g. name or location of the person featured in an image)
- facial recognition data (encrypted and Gallery specific)
- other personal information you provide during the course of using the [pixevely](#) platform (e.g. your preferred privacy settings), or when you ask us to provide
- additional services (e.g. inviting another person to have access to your Gallery)
- personal information contained in documents or text files (other than images) that you choose open or share using the platform
- account-related information (e.g. payment history)
- web browsing information, such as that gathered by ‘cookies’

## Purpose of collection

We collect personal information in order to provide our services to you in accordance with our Terms. Specifically, collect your personal information to:

- set up your account with us
- verify your identity
- register your access to an agency’s Gallery (where relevant)
- manage your relationships with us – in particular, respond to, handle and process your queries, requests, applications, complaints and feedback
- process payments made by you, and
- send you information about our platform and services where you have agreed that you wish to receive such information.

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### WHAT THIS LOOKS LIKE IN PRACTICE

We collect personal information when you:

- are a customer and you have set up an account with us
- are asked by an agency to join its Gallery and you register with us to allow this
- add and manage your images on the [pixevely](#) platform
- pay us for your subscription to the [pixevely](#) platform
- ask us a question or make a complaint
- answer questions that we ask you (in order for us to assist you).

It is the nature of the [pixevety](#) platform that personal information in the form of images must be provided to get full use out of the platform. If you choose not to provide any images, you may wish to consider whether the use of our platform is right for you.

## Authorisation

Authorisation is an important privacy concept that applies to our collection of your personal information, how personal information is managed on the [pixevety](#) platform and your own obligations before uploading images of a person.

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### HANDLING OF PERSONAL INFORMATION, GENERALLY

As set out in our Platform Terms of Service, in using the [pixevety](#) platform you agree to the collection and handling of your personal information by Pixevety Pty Ltd for the purposes of the [pixevety](#) platform. This Privacy Statement, as well as the information detailed at [privacy@Pixevety](#) explains our personal information and handling practices.

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### IMAGES – OUR PERMISSION-BASED APPROACH

We handle the images you upload to the [pixevety](#) platform based on your permissions (which you can change at any time). The [pixevety](#) platform will only do with your images what you allow or agree to within the platform's privacy settings.

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### PERSONAL INFORMATION OF OTHER PEOPLE

As set out in our [Terms](#), if you intend to upload the images of *people other than you* to the [pixevety](#) platform, you must first have consent from the individuals depicted to:

- upload to and manage their images using the [pixevety](#) platform, and
- use and disclose their images for your purposes.

This includes making them aware of Pixevety Pty Ltd's privacy practices, as set out in this document.

Where organisations such as schools are using the [pixevety](#) platform to manage images, the consent module may assist in this regard.

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### PERSONAL INFORMATION OF CHILDREN UNDER AGE 16

As set out in our [Terms](#), Pixevety Pty Ltd does not knowingly collect or solicit personal information from anyone under the age of 13.

In addition, it is a condition of using the [pixevety](#) platform that, if you intend to upload the images of a child under age 16 to the platform, you must first have consent from the child's parent (or legal guardian) to

- upload to and manage the child’s images using the [pixevety](#) platform, and
- use and disclose the child’s images for your purposes.

This includes making the parent (or legal guardian) aware of Pixevety Pty Ltd’s privacy practices, as set out in this document.

Where organisations such as schools are using the [pixevety](#) platform to manage images of a child under age 16, the consent module may assist in this regard.

## Accuracy

Some of the personal information collected via the [pixevety](#) platform will rely on you to ensure its accuracy (e.g., account and payment-related information, and permissions or restrictions you place on your own images). We encourage you to review your account details to ensure they remain up to date, and to check your privacy settings regularly to ensure they continue to meet your needs.

Before we use your personal information (and particularly if some time has elapsed), we may double check with you to make sure it is accurate, complete and up to date.

## What we do with personal information, and who we give it to

We use and disclose your personal information to:

- verify your identity and other details you provide to us
- respond to a question you ask us about the [pixevety](#) platform
- send you information that you have asked for
- direct you to our [FAQs](#) and other resources, and
- investigate and respond to a complaint made by you.

We may also share elements of your personal information to the service providers who work with us in providing our services to you, including:

- contracted service providers (as set out in more detail below)
- service providers who monitor and analyse the operation and security of the [pixevety](#) platform, or who provide administrative, technical and organisational services to our staff, and
- consultants and professional advisers.

If Pixevety Pty Ltd or its assets are acquired, or if we go through some other change of control affecting the [pixevety](#) platform, we may transfer your personal information to a third-party acquirer.

## Keeping your personal information safe

We securely manage and dispose of personal information, whether it is held in hard copy or electronic format and whether it is stored on-site or in ‘the cloud’.

We operate our business and the **pixevety** platform in accordance with detailed information security policies and procedures (which are compliant with the *International Standard (ISO) 27002* and relevant industry best practices). We also have measures in place to identify, respond to and prevent data breach events.

Protection of your personal information from unauthorised access and disclosure is a priority for us. Any concerns should be reported to us without delay, by email to [privacy@pixevety.com](mailto:privacy@pixevety.com) or telephone: 1300 438 389.

## Contracted service providers

We use contracted service providers to securely store personal information and to manage or enhance the functionality of the **pixevety** platform.

Personal information is generally managed in a digital environment (“the cloud”) by our service providers. It is a condition of our agreements with these providers that we remain in control of what happens to the personal information they manage on our behalf *and* that it is kept secure.

Our primary place of business is in AUSTRALIA and many of the service providers we use to support our business operations are also located here. Where we transfer your personal information to countries outside of New Zealand through our normal course of business, such as to Australia, we will take steps to ensure that it continues to receive the standard of protection required under the NZ Privacy Act 2020.

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### SECURE DATA STORAGE

Pixevety Pty Ltd holds and secures personal information collected and managed by the **pixevety** platform within Australian data-centres and back-up sites.

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### SECURE PAYMENTS

Pixevety Pty Ltd uses a secure PCI DSS compliant payment provider for all of our fee-for-service transactions – e.g., **pixevety** platform subscriptions and add-ons. Payments are made using a secure gateway, which can be accessed via the **pixevety** platform.

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### FUNCTIONALITIES

We offer the following functionalities within the **pixevety** platform:

- user support (e.g., help-desk)
- image recognition and tagging (e.g., object and location recognition), and
- facial recognition

To ensure the greatest extent of privacy protection we operate the [pixevety](#) platform using “on premises” functionalities unless it is prohibitive for us to do so. In limited circumstances, we may use another cloud-based service provider who stores data in Australia-only to supply a specific service or functionality.

The following functionalities are presently managed “on premises”:

- user support

We presently use service providers who store their data in Australia to provide the following functionalities:

- Image recognition: (e.g., object, colour, location) and tagging. **Please note**: The image recognition functionality can be turned off in your privacy settings if you wish.
- Facial recognition: Facial recognition is an algorithmic process. It is encrypted and specific to each Gallery.

Where service providers are engaged by Pixevety Pty Ltd, they are not permitted to handle (manage, use, disclose or retain) personal information in any way other than *as expressly required* to provide the service. Further information about our contracted service providers can be found in the [FAQs](#).

You will never hear directly from our service providers unless the contact is in direct relation to a request you have made via the [pixevety](#) platform. If you do hear from them, they will always identify themselves as employees of Pixevety Pty Ltd and will be able to offer legitimate verification of their role with us. If you are ever in doubt, please contact us directly on tel: 1300 438 389.

## Third Party Service Providers

There may be instances where we allow third-party service providers to attract [pixevety](#) platform users by placing advertising banners on our brochure website. They will not, however, have any form of direct access to you via the [pixevety](#) platform, and we do not disclose (or sell) your personal information to them.

As set out in our [Terms](#), you have the option to link to a number of third-party service providers from the [pixevety](#) platform (e.g., to arrange secure printing of your favourite images). We have not vetted their personal information handling practices, so please take a moment to read the privacy policies of any providers to which you may link to make sure their service, product and approach to privacy is right for you.

Our [FAQs](#) provide additional information about some of the services that you may choose to link to from the [pixevety](#) platform.

## Marketing







