

Boundaryline Privacy Policy



Your privacy is important

Boundaryline is committed to protecting the privacy of your personal information, and fully complies with the NZ Privacy Act 2020. This Privacy Policy (“Policy”) explains how we collect, use and disclose information about our customers, team members & suppliers. It also explains how to contact us if you have any questions about the management of your personal information or would like to access the personal information we hold about you.

“We”, “us”, “our” and “Boundaryline” means Terranota Limited (NZBN: 9429032406245), trading as Boundaryline Fencing.

Our approach to handling data

At Boundaryline, we collect and use data, including personal information, for a range of reasons. In handling data we will comply with all relevant laws, but we also want to ensure that we meet the following expectations:

Improve the customer experience - We will use customer data responsibly to improve the customer experience and deliver more relevant products, services and offers

Be transparent - We will clearly explain how we collect and use customer data

Make it simple and easy - We will minimise disruption to the customer experience by making it simple and easy to provide consent

Provide control to the customer - We will respect the customers privacy by providing control over how customers can be contacted

Collection of personal information

1. The types of information that we collect about you could include:

- identification information, including full name
- contact details, including home/business addresses, email addresses and telephone numbers;
- demographic information such as age/date of birth, household information, personal interests and gender;
- details about your purchases and transaction history with us and your Boundaryline product and service preferences;
- details about purchases, product or service preferences, transaction history and current or pending transactions, browsing and marketing interactions (such as the products viewed or added to your shopping cart) on website;
- digital information, such as cookies (which are small data files transferred onto devices when a website or apps are accessed), tags and pixels (which ‘tag’ devices), device type and software versions used, device identifiers (like IP address), location data (where available and not disabled by the user), dates, times, file metadata, referring website/app, data entered, and user activity such as links clicked, app installations, app launches, adding items to a basket, adding items to a wish list, browsing habits within our website or apps and other information as allowed in your device permissions;
- social media account names or tags (where you have engaged with us on a social media platforms);

- payment information where you have paid by credit card, debit card or “buy now pay later”, and information about your credit history;
- inferred information and characteristics as a result of undertaking data analysis;
- information provided in surveys, feedback, complaints or commentary;

2. The main ways we collect personal information are:

- during your order or purchase of products from us;
- when you contact us or visit one of our branches, making an inquiry, or if you are a supplier or service provider in connection with the supply of products and services by your business to us;
- if you access our website, including by the use of cookies, tags and pixels, which may track what you view on our website or apps and also other websites/apps that you visit. Cookies, tags and pixels may also come from third party services (such as Google and Facebook) for the purpose of collecting data to enable website or app performance measurement and personalised advertising;
- if you interact with us via social media platforms;
- if you subscribe to any of our publications (including any mailing lists) or subscriptions
- if you participate in any competition or promotion that we conduct;
- through our security cameras located at each of our branches
- if you submit an employment application to us;
- from any person authorised to act on your behalf or authorised to provide your personal information to us;
- from anyone sharing information with us for loss prevention and/or law enforcement purposes.

Use and disclosure of personal information

3. We may use your personal information to:

- sell, deliver, administer, improve and personalise our products and services;
- administer our website and apps and personalise your experience on them;
- provide advice regarding our products and services to you;
- process payments and credit checks
- manage our stores, supply arrangements and inventory;
- consider feedback and remedy complaints that you may make to us, communicate with you and operate our customer service centre;
- provide refunds and exchanges and undertake and administer product recalls;
- promote and advertise our products and services (e.g. by including your feedback in our advertising) and to undertake competitions and events;
- personalise advertising and content displayed to you (including the layout and content of our website/app, and advertisements displayed to you on or via third party websites, apps or platforms such as Facebook);

- monitor our sales of products and services and for quality control purposes, including undertaking customer surveys and analysis, or seeking feedback from customers;
- assist in determining your product or service preferences and preferred store locations or to direct you to your closest stores when using our websites or apps;
- undertake database compilation and management, data processing, data analysis and matching to better understand our customers' preferences, personalise websites/apps and (where you have consented to receiving offers or direct marketing) to offer products or provide services of greater interest to you or engage in direct marketing;
- to derive insights about you in order to better understand your preferences and interests, personalise your experience, enhance the products and services you receive, and to tell you about products and services that may be of interest to you.
- in the case of our suppliers or service providers, to manage the provision of products and services to us;
- to monitor and measure the use of our websites or apps, including web-based referral channels, data entered and digital behaviour such as links clicked;
- to assist us in administering our policies, or to investigate complaints in relation to team member conduct;
- in the case of inferred characteristics produced through data analysis, for improving products and service offerings;
- to recruit and assess our employees or engage contractors;
- to maintain and update our records; and for purposes related to any of the above or which are disclosed to you at the time the relevant personal information is collected.

Security and storage

4. Boundaryline will take reasonable steps to protect the security of your personal information that we hold. We have security measures in place to protect personal information under our control from misuse, interference, loss, unauthorised access, modification, or disclosure. For example, Boundaryline seeks to ensure that personal information held electronically by or for Boundaryline is held on our servers in controlled facilities.

Changes to this Policy

5. Boundaryline may update this Policy from time to time. We may let you know of significant changes to this Policy by posting a notification on our website.