

Privacy Policy (Version 30 April 2026)

Introduction

This Privacy Policy applies to Kantar, operating as Kantar Insights New Zealand Limited (NZBN 9429038571466) (hereinafter referred to us “Kantar” or “us” or “we”). Kantar recognises the importance of protecting an individual’s privacy and is committed to protecting and respecting your privacy. This Privacy Policy sets out the basis on which any personal data we collect from you, or that you provide to us will be processed by us. Please read the following carefully to understand our views and practices regarding your personal data and how we will treat it. This Privacy Policy provides information as to how Kantar collects, uses, and safeguards the personal information provided to us. This Privacy Policy is applicable to online survey research, telephone survey research and face to face interviews performed.

Kantar upholds your rights under the New Zealand Privacy Principles (including the Information Privacy Principle 3A (IPP3A)) contained in the Privacy Act 2020 (“Privacy Act”) (as may be amended from time to time) and the Notifiable Data Breach scheme.

Kantar Insights New Zealand Limited are members of the RANZ (Research Association New Zealand) and adhere to the Industry Code of Practice (Market and Social Research) Code 2015 (“Code”).

For more information about the Privacy Act and the New Zealand Privacy Principles click here: <https://www.privacy.org.nz/privacy-act-2020/privacy-principles/>
For more information about the RANZ and Privacy Code click here [RANZ website](#)

This Privacy Policy for Kantar lets you know what personal information of yours we hold, what we do with it, who we will disclose it to and how you can access the personal information we hold about you. You can also find out here how to change inaccurate personal information and how to opt out of receiving communications from us.

For what purpose does Kantar collect or hold information?

Kantar uses information collected from individuals for research purposes. This means that we use it to investigate the behaviour, needs, attitudes, opinions, motivations or other characteristics of a whole population or particular part of a population. Further details on purpose of collection are set out below.

We do this in order to provide accurate and timely information to government, commercial and not-for-profit organisations about issues relevant to their activities to support their decision-making processes. Your input into these decisions is important and the more people that participate, the more the results we obtain truly reflect the spectrum of New Zealand society.

Definitions

“Personal Information” or “Personal Data” is information or opinions relating to a living individual which can be used to identify that individual and has the same meaning as under the New Zealand Privacy Act.

Some personal information is considered to be “Sensitive information”. Sensitive information includes information relating to a person’s racial or ethnic origin, political opinion, membership of a political organization or religious beliefs, membership of a trade union or professional or trade association, sexual preferences or practices, criminal record or health information.

What information do we collect from you?

We collect and process the following data on our site:

- Information that you provide by filling in forms on our site. We may also ask you for information when you report a problem with our site.
- If you contact us, we may keep a record of that correspondence.
- We may also ask you to complete surveys that we use for research purposes, although you do not have to respond to them.
- Details of your visits to our site including, but not limited to, traffic data, location data, weblogs and other communication data, whether this is required for our own billing purposes or otherwise and the resources that you access.

Further details on context, type of data collected, purpose, source and legal basis are set out in the table below.

How does Kantar collect and hold your personal information?

Kantar will generally collect your personal information directly from you in the course of you participating in our research and/or surveys which may consist of a telephone, face-to-face or online survey, a discussion group or interview or other online interviewing and discussion methods. However, we may also collect personal information about you indirectly from third parties. Please see the section below titled "Indirect Collection of Personal Information" for full details of how and when this occurs and your rights in that regard.

We collect and process personal data for the purposes set out in this Privacy Policy, but we do not share or sell your personal data to any third parties. We will only disclose your identity to the client related to a specific project which you have participated in and only if you have provided consent for us to do so.

We may also collect personal information from, for example, websites, in promotional activities such as promotional events and competitions, from other directly related companies or from organisers of events that our organisation sponsors.

Sometimes, our clients want us to conduct research with their customers. In these cases, they might give us a list of their customers so that we can contact them to invite them to participate in the research. At all times, participation in market research is voluntary.

Indirect Collection of Personal Information

From time to time, Kantar receives personal information about you from sources other than directly from you. This is known as "indirect collection" and occurs primarily in the following circumstances:

- When a client engages Kantar to conduct research with their customers or members. In these cases, the client may provide us with a contact list (including names, email addresses, and/or phone numbers) so that we can invite those individuals to participate in research on the client's behalf.
- When we obtain contact details from research partners, data providers, or other organisations for the purpose of recruiting research participants.
- When we collect information from publicly available sources relevant to a research project.

Typical categories of sources from which Kantar may collect personal information indirectly include:

- Client customer and member databases
- Research and data partners
- Publicly available registers and publications
- Referrals from related Kantar Group companies

What we collect indirectly

The personal information we collect indirectly is typically limited to contact details necessary to invite you to participate in research, such as your name, email address, and/or phone number.

How we notify you

In accordance with the Information Privacy Principle 3A (“**IPP3A**”) (effective 1 May 2026), when Kantar collects your personal information indirectly, we will take reasonable steps to notify you as soon as reasonably practicable after collection. This notification will tell you:

- That your personal information has been collected by Kantar
- The name of the organisation that provided your information to us
- The purpose for which we collected your information
- Who will hold and have access to your information
- Your rights to access and correct your information
- How to contact us

This notification will typically be provided in the survey invitation or on the first page of the survey you are invited to complete.

Exceptions to notification

In limited circumstances, Kantar may not be required to notify you of indirect collection. These include where:

- You have already been informed of the collection by the organisation that provided your details to us
- The information will only be used in a de-identified or aggregated form that cannot identify you
- Notification would not be reasonably practicable in the circumstances
- Notification would undermine the purpose of the collection
- Other exceptions as may apply under the IPP3A

If you have any questions about how your information was obtained, please contact our Privacy Officer at privacy.nz@kantarc.com.

What personal information about you does Kantar collect and hold?

The information Kantar collects may include your name, age, email address, date of birth, occupation, salary, opinions and feedback in relation to products, brands etc. When providing personal information, you have the option of remaining anonymous or using a pseudonym to be identified by. However, in certain circumstances, such as where we receive your contact details from a third party or where the research data itself may potentially allow for identification, this may well not be practicable.

Depending on the nature of the research we conduct, we may also collect sensitive information from you, including political opinion, religion, health information etc. Sensitive information will only be collected with your prior consent and only if it is directly related to, or reasonably necessary for, the research we conduct.

Data Collection from children

We never knowingly invite children under the age of 14 to participate in research studies without parental/guardian consent. If it is necessary and appropriate to a particular project to directly involve children under the age of 14 years, we take measures to ensure we have been given permission by the child’s parent or legal guardian and we do not hold records of those under age 14 on our panel database as they are invited to participate in a study via their parent or legal guardian.

We do not sell children’s personal data.

What are the purposes for which Kantar uses, handles and discloses your personal information?

We will only use and disclose your personal information for the purpose of conducting our research and in accordance with this Privacy Policy. We will not use or disclose your personally identifiable information for the purpose of advertising, promotions or direct marketing activities. If you decline to participate in our research, we may use your personal information to re-contact you for a research purpose if we have valid reasons to believe genuine research concern warrants such re-contact. If you have participated in our research, we will only re-contact you if you were informed of this or we have valid reasons to believe a genuine research concern warrants such re-contact.

We have listed below the ways in which we use your personal data. We are also required by law to explain the legal basis for using your personal data, and this is also set out below. The legal basis in each case is that we have your consent for the use of your personal data, or that we need to use your personal data in order to perform a contract with you, or that the use of your personal data is necessary for our (or third parties’) legitimate interests (in which case we will explain what those interests are). Where we use your personal data with your consent, you have the right to withdraw your consent at any time.

When we contact you, generally in person, by telephone, by email or by post, we do so for one of the following purposes:

Case	Purpose	Source	Data collected/processed	Legal Basis
Market Research Surveys	To understand your views about certain products and services or to understand your behaviour in different situations. To validate answers, you gave in a recent survey we conducted. To administer participation e.g. Sweepstakes,	We collect this data directly from you.	Unique identifier, contact details, email address, voice, image, personal opinions, perceptions, behaviors, and demographic information, such as your age and household composition.	Voluntary participation in a survey whereby we ask for your consent to use your personal data

	incentives, etc. To re-contact participants e.g. for ongoing and follow -up surveys			
Fraud Protection	Protection of our business interests against fraudulent behaviour or behaviour not in line with our Terms and Conditions	We collect this data directly from you.	IP address, browser specifications, device specifications, postal addresses, email addresses	Legitimate interests – we have a legitimate interest in protecting our business against fraud or other prohibited behaviour.
Providing you with information	Provide you with information regarding products or services that you request from us, or that we have determined may be of interest to you.	Name, email address, IP address, phone number, postal address, job title	We obtain this data from you directly, for example when you download reports or other content from our website, or when you make an enquiry with us.	We will seek your consent, or we have determined that we have a legitimate interest in using your details to provide you with relevant information. Further information will be provided in the privacy statement provided prior to you submitting your data. You can withdraw your consent or opt out of communications from Kantar at any time.
Survey Participation Uniqueness	Prevention of multiple entries in surveys by the same individuals in line with our Terms and Conditions	We collect this data directly from you.	IP address, browser specifications, device specifications	Legitimate interests – we have a legitimate interest in preventing multiple entries by the same individual, in contravention of our Terms and Conditions.

<p>Data Matching and Enrichment</p>	<p>We utilize matching services (i.e. third parties who are specialized in data management) to acquire additional information about you from public and private data sources (such as social networks, retailers and content subscription services with whom you have an account) or to use your personal data as an aid to develop additional or new types of anonymous data sets (i.e. we compile your aggregate data with data from other consumers to create a new lifestyle segment). The matching service (our partner) holds the personal data we share for a short time, uses it to assemble the additional information, and then returns the combined information to us. Partners are contractually bound to delete the data we share with them or and are not authorized to use it in any way other than for this specific purpose.</p>	<p>We collect this data directly from you.</p>	<p>Contact details, email address, social login, cookie, mobile device ID</p>	<p>Consent - If applicable to the research objectives in a survey you participate in, we will only perform data matching techniques using 3rd parties with your consent</p>
<p>Managing online or telephone survey Opt-Outs</p>	<p>When an individual has requested not to be contacted again, we hold their details to enable this.</p>	<p>We collect this data directly from you.</p>	<p>Contact details, name, email address, telephone number</p>	<p>Legitimate interests – we have a legitimate interest to retain the information in order to fulfil the individuals request</p>

Further purposes for collection of your personal information are set out below:

- To ensure that content from our site is presented in the most effective manner for you and for your computer (this is based on our legitimate interest in ensuring that our site is presented to you in the most effective way possible).
- To carry out our obligations arising from any contracts entered between you and us (this is based on contractual necessity – we need to use your personal data to perform our contract with you).
- To allow you to participate in interactive features of our service, when you choose to do so.
- To notify you about changes to our service (this is based on our legitimate interest in keeping you informed about changes to our service).

To whom will Kantar disclose your personal information?

We will not disclose any personally identifiable research information we collect from you unless we have your express prior consent. We will only report the information you provide in an aggregate form that will not personally identify you. We will not disclose any personal information or personally identifiable research information to a third party for a purpose other than conducting our research unless we have your express prior consent or are required to do so by an New Zealand law or court/tribunal order. We do not sell your personal data. Your survey responses and personal information may be collected, stored, transferred or processed by other divisions within Kantar, or third party as explained below.

In the course of conducting our research we may rely on offshore Kantar Group providers to host or store the data we collect who are located overseas. The names and locations of those suppliers are:

*Kantar Global Operations, based in Lisle, Illinois, USA; Global Operations host and store the online survey data which we collect.

*Kantar IMRB based in Mumbai India and/or Kantar Global Delivery Centre in the Philippines and/or India or Kantar data processing hubs in Europe, the USA and South Africa, all of which are protected by the Kantar Group IT security protocols (Kantar Public is also part of the Kantar Group).

*At times we may work with offshore third-party suppliers for these services.

In most cases, this survey data and research information will not be personally identifiable. We will also take reasonable steps to ensure any service providers (and their employees and contractors) comply with the Privacy Act, New Zealand Privacy Principles and this Privacy Policy and/or are subject to similar privacy laws. You have the ability and right to enforce those rights.

We may disclose your personal data to any member company of our Kantar Group, which means our subsidiaries, our ultimate holding company and its subsidiaries, as defined in section 1159 of the UK Companies Act 2006.

We may disclose your personal data to third parties:

- In the event that we sell or buy any business or assets, in which case we may disclose your personal data to the prospective seller or buyer of such business or assets.

- If Kantar or substantially all of its assets are acquired by a third party, in which case personal data held by it about its customers will be one of the transferred assets.
- If we are under a duty to disclose or share your personal data in order to comply with any legal obligation; or to protect the rights, property, or safety of Kantar, our customers, or others. This includes exchanging information with other companies and organisations for the purposes of fraud protection and credit risk reduction.
- We collect and process personal data for the purposes described above, but we do not share or sell your personal data to any third party.

Where we process and store your personal data

You can be assured that we will protect your privacy. We will not make your personal information available to anyone without your consent unless required by law.

We will only share your personal data if your explicit consent has been provided to do so. Where these transfers are across borders or outside New Zealand, we shall put safeguards in place to ensure the transfer is made by a legitimate method for the purposes of EU and New Zealand data protection law and security.

We may rely on Kantar Group providers to host, process, transfer or store the data we collect which are located overseas. The names and locations of those suppliers are:

*Kantar Global Operations, based in Lisle, Illinois, USA. Kantar Global Operations host and store the online survey data which we collect.

*Kantar IMRB based in Mumbai India and/or Kantar Global Delivery Centre in the Philippines and/or India or Kantar data processing hubs in Europe, the USA and South Africa.

All of these companies are protected by the Kantar Group IT security network and protocols.

At times we may work with offshore third party suppliers for these services.

In most cases, this survey data and research information will not be personally identifiable. We will also take reasonable steps to ensure any service providers (and their employees and contractors) comply with the Privacy Act, New Zealand Privacy Principles, and this Privacy Policy and/or are subject to similar privacy laws. You have the ability and right to enforce those rights.

Keeping your personal data secure

We will take all reasonable steps to ensure that your data is treated securely and in accordance with this privacy policy. All information you provide to us is stored on our secure server. We limit access to the information by our own employees, contractors, site service providers and those individuals who are authorised for the proper handling of such information. We request that our third party contractors and site service providers follow similar standards of security and confidentiality.

Unfortunately, the transmission of information via the internet is not completely secure. Although we will take reasonable steps to protect your personal data, we cannot guarantee the security of your data transmitted to our site; any transmission is at your own risk. Once we have received your information, we will use strict procedures and security features to try to prevent unauthorised access.

Openness

You have the right to request access to any personal information we hold about you. You can request this information by contacting the Local Privacy Officer at the details listed below. Where we hold information that you are entitled to access, we will respond to your request in a reasonable time and endeavour to provide you with a suitable range of choices as to how access is provided (e.g. emailing or mailing it to you).

If at any time you believe that personal information we hold about you is incorrect, incomplete or inaccurate, then you may request amendment of it and we will either amend the information or make a record of your comment, as we think appropriate.

Kantar New Zealand Website

[Kantar website](#)

When visiting Kantar's New Zealand website, the site server makes a record of the visit and logs the following information for statistical and administrative purposes:

- the user's IP address – to consider the users who use the site regularly and tailor the site to their interests and requirements;
- the date and time of the visit to the site – this is important for identifying the website's busy times and ensuring maintenance on the site is conducted outside these periods;
- pages accessed and documents downloaded – this indicates to Kantar which pages or documents are most important to users and also helps identify important information that may be difficult to find;
- duration of the visit – this indicates to us how interesting and informative the Kantar site is to candidates; the type of browser used – this is important for browser specific coding
- In order to optimise the Kantar web site and better understand its usage, we collect the visiting domain name or IP address, Computer Operating System, Browser Type and Screen Resolution

A cookie (see more information below) is a piece of information that an Internet web site sends to your browser when you access information at that site. Cookies are either stored in memory (session cookies) or placed on your hard disk (persistent cookies). The Kantar web site does not use persistent cookies. Upon closing your browser the session cookie set by this web site is destroyed and no Personal Information is maintained which might identify you should you visit our web site at a later date.

IP Addresses

We may collect information about your computer, including where available your IP address, operating system and browser type, for system administration. This is used to generate statistical data about our users' browsing actions and patterns.

Cookies

Our site uses cookies to distinguish you from other users of our site and to remember you between visits. This helps us to provide you with a good experience when you browse our website and also allows us to improve our site.

A cookie is a small file of letters and numbers that we store on your browser or the hard drive of your computer if you agree. Cookies contain information that is transferred to your computer's hard drive.

The cookies we use are "analytical" cookies used by the Google Analytics external service. They allow us to recognise and count the number of visitors and to see how visitors move around the site when they are using it. This helps us to improve the way our site works, for example, by ensuring that users are finding what they are looking for easily. You can find more information about the individual cookies we use and the purposes for which we use them in the list below:

- Cookie: `__utma` - Name: Identity cookie - Expiry: 2 years Purpose: This cookie enables us to estimate our audience size and usage pattern.
- Cookie: `__utmb` - Name: Session cookie - Expiry: 30 minutes Purpose: This cookie enables us to identify you as a user between page loads. This allows us to remember certain settings
- Cookie: `__utmz` - Name: Referral cookie - Expiry: 6 months Purpose: This cookie stores the referral used by you to reach our site (e.g. a website search, an advert etc). The cookie is used to calculate search engine traffic, ad campaigns and page navigation within our own site.
- Cookie: `__utmx` - Name: Optimiser cookie - Expiry: 2 years Purpose: This cookie helps determine the most effective design for our sites.

You can also find the latest information about these cookies in the Google Analytics site here: [Privacy Policy – Privacy & Terms – Google](#)

You can block cookies by activating the setting on your browser that allows you to refuse the setting of all or some cookies. However, if you use your browser settings to block all cookies (including essential cookies) you may not be able to access all or parts of our site.

How long will we keep your personal data?

We are required by law to keep your personal data only for as long as is necessary for the purposes for which we are using it. Kantar will destroy or de-identify your personal information as soon as practicable once it is no longer needed for the purpose for the research purpose. The period for which we keep your personal data will be determined by a number of criteria, determined by the minimum time required for the research purpose, including the purposes for which we are using the information, the amount and sensitivity of the information, the potential risk from any unauthorised use or disclosure of the information, and our legal and regulatory obligations.

However, we may in certain circumstances be required by law to retain your personal information after our research has been completed. In this case your personal information will continue to be protected in

accordance with this Privacy Policy. If we destroy personal information we will do so by taking reasonable steps and using up-to-date techniques and processes.

Security of Information

Kantar will take reasonable steps to protect your personally identifiable information as you transmit your information from your computer to our website and to protect such information from loss, misuse, and unauthorised access, use, modification, disclosure, alteration, or destruction.

However, you should keep in mind that the transmission of information over the internet is not completely secure or error-free. In particular, e-mail sent to or from this website may not be secure, and you should therefore take special care in deciding what information you send to us via e-mail.

Your Rights

We will not use your personal data for marketing purposes. We will inform you (before collecting your data) if we intend to disclose your information to any third party for any other purpose than the research purpose. You can exercise your right to prevent such processing by checking certain boxes on the forms we use to collect your data or not providing your consent. You can also exercise the right at any time by contacting us at privacy.nz@kantarc.com

You also have the following rights in relation to your personal data (some of these rights apply only in certain circumstances, and some of them vary according to the legal basis on which we are processing your data – please see above for further details):

- The right to change your mind and to withdraw your consent.
- The right to access your personal data
- The right to rectify/ correct any personal data that we hold about you that's inaccurate or incomplete.
- The right to erase your personal data from our systems, unless we have legitimate interest reasons for continuing to process the information.
- The right to port your personal data (portability right)
- The right to restrict processing of your personal data.
- The right to ask whether we're processing your personal data and, if we are, to find out details of that processing (as well as obtaining a copy of your personal data).
- The right to object to how we're processing your personal data, and to ask us to restrict how we're processing your personal data.
- The right to not be discriminated against for exercising any of the rights available to you under applicable data protection laws.

The right to have the personal data that you've provided to us provided to you in a structured and commonly used electronic format. You can also ask us to transfer your personal data directly to another company if that's feasible.

If you're not happy with how we've dealt with your personal data, we'd like a chance to put it right – please contact us at privacy.nz@kantarc.com

When you make a request, you should indicate the division of Kantar to which you are making the request (and, for example, your panellist ID or other identifier if applicable). If you contact us using an email address or contact details for which we or our panel partners do not hold a record, you will also need to provide further evidence of your identity.

If necessary, we will notify any other parties such as our suppliers or service providers to whom we have transferred your personal data of any changes that we make when you make a request.

However, you also have the right to complain to a supervisory authority at <https://www.privacy.org.nz/your-rights/making-a-complaint/complaint-self-assessment/> (Office of the New Zealand Privacy Commissioner)

Links to Other Websites

Our site may, from time to time, contain links to and from the websites of our partner networks and affiliates. If you follow a link to any of these websites, please note that these websites have their own privacy policies and that we do not accept any responsibility or liability for these policies. Please check these policies before you submit any personal data to these websites.

Contact, Questions & Complaints

If you have any questions about this Privacy Policy or believe that we have at any time failed to keep one of our commitments to you to handle your personal information in the manner required by the Privacy Act, the New Zealand Privacy Principles, or the Code, then we ask that you contact us immediately using the following contact details:

Kantar New Zealand Local Privacy Officer: privacy.nz@kantar.com

We will respond and advise whether we agree with your complaint or not. If we do not agree, we will provide reasons. If we do agree, we will advise what (if any) action we consider it appropriate to take in response. If you are still not satisfied after having contacted us and given us a reasonable time to respond, then we suggest that you contact the Office of the New Zealand Privacy Commissioner by:

Phone: **0800 803 909** Mon-Fri 10am-3pm NZT.

Post: **PO Box 10 094, Wellington 6143**

OAIC Enquiry Form online: <https://www.privacy.org.nz/about-us/contact-us/enquiry-form/>

Official Information Act (OIA) requests: Email: oiia@privacy.org.nz

Changes to our Privacy Policy

In this Privacy Policy "personal information" has the same meaning as under the Privacy Act. We keep our Privacy Policy under regular review and it may be amended from time to time. We will always have the most up-to-date policy on this web page. We will record when the Privacy Policy was last revised.

The Kantar New Zealand Privacy Policy was effective from 3rd May 2023. We may change this Privacy Policy from time to time. Although we intend to always observe this Privacy Policy, it is not legally binding on Kantar in any way. From time to time we may regard it as necessary or desirable to act outside the policy. Kantar may do so, subject only to any other applicable contractual rights you have and any statutory rights you have under the Privacy Act or other applicable legislation.

This Privacy Policy was last updated on 30 April 2026. Any changes we may make to our Privacy Policy in the future will be posted on our website.