

KANTAR

THE KANTAR
NEW ZEALAND
RESEARCH PANEL

15 August 2022



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1 Privacy policy



Privacy policy

Research studies conducted via Kantar New Zealand's Research Panel are professional studies for reputable companies interested in what you, the consumer, think and do. We value your privacy as much as you do. We have created this privacy policy to demonstrate our firm commitment. Kantar New Zealand upholds your rights to privacy under New Zealand Privacy Act 2020. Kantar is also a member of Research Association of New Zealand (RANZ) and adheres to RANZ's code of conduct.

By submitting the online registration survey to join the Kantar New Zealand Flybuys panel, you agree to allow Kantar New Zealand to pass on your details to Flybuys to verify the account number. This will enable us to credit your Flybuys account when you complete our surveys. These details will not be used by Flybuys for any other purpose. The information provided to Flybuys are: Flybuys card number, name, email address, date of birth, gender & other information as requested.

Information Collected on Kantar New Zealand's Research Panel Members

We ask you for personally identifiable information such as your name, address, age etc for the purpose of:

- contacting you with a view to inviting you to participate in a study
- targeting and personalising the emails, phone calls and communications we make available to you

Demographic and profile data are only shared with Kantar New Zealand's Research Panel clients and is on an aggregate or collective basis, and never at any time will your personally identifiable information or email address be rented or sold to a third party unless:

- it is required by law, or
- you expressly agree to us giving out your information

Storing demographic and profile data is also our way of ensuring we have a good cross-section of New Zealanders on the Kantar New Zealand's Research Panel, and also ensuring we can send you the most relevant surveys.

Transactional Data

From time to time, Kantar New Zealand may wish to match survey data we collect through your responses to surveys with your Flybuys transaction data to improve our research offering.

By Flybuys transaction data, we mean the details of transactions you make at businesses that offer Flybuys points such as the date you shopped, how much you spent, your payment method and what you have bought. Flybuys collect this information as a result of you providing your Flybuys membership card/membership card number to a Flybuys Partner when making a purchase in store or online.

Why do Kantar New Zealand wish to have access to a Flybuys member's transaction data?

- Being able to analyse this data provides a more complete picture of why people buy particular products in particular situations. The purpose of this type of research is to ultimately improve the products and services that are offered to consumers by the companies on behalf of whom we do research



Privacy policy

How does this benefit members?

- Being able to identify members who purchase in particular categories or specific products allows us to send you research invitations that are more relevant to you.
- Members will be more likely to qualify for these surveys, and are also likely to be asked fewer questions within a survey when this type of matching is applied.

What happens if I consent to Flybuys sharing my Flybuys transaction data with Kantar New Zealand?

- Any transaction data provided to us by Flybuys is for the purpose of specific research projects. Rest assured that you will not receive any targeted advertising or promotion from the companies on behalf of whom we do research as a result of allowing Flybuys to share your transaction data with us and it being matched to your survey responses.
- Your transaction data may be matched to your survey data at an individual level, however, it will only ever be analysed at, summarised and/or shared with companies on behalf of whom we do research at an aggregate level (i.e. the data cannot be linked by that company back to you as an individual).
- Each survey invitation you receive will contain an unsubscribe link. If you wish to opt out of allowing Flybuys to share your transaction data with Kantar New Zealand, you can select this option at any time but still remain part of the Flybuys panel and receive surveys from us with the ability to collect Flybuys.

Children and Privacy

Kantar New Zealand's Research Panel does not knowingly solicit personal information from children under the age of 15. Whilst from time to time we carry out research with children under this age, contact would always be made via a parent/guardian with permission needing to be granted prior to us speaking or meeting with the child.

What about security?

We have implemented industry standard firewalls and intrusion detectors.

What is "spam" and does Kantar New Zealand's Research Panel send it?

The widely accepted definition of "spam" is unsolicited commercial email, or in other words, email of a commercial nature that the recipient does not want. It is not within our business ethics to send "spam".

We are a market research company and do not have the need to send advertising materials.



Privacy policy

How can I stop Kantar New Zealand's Research Panel from sending me emails?

All online surveys sent to you will contain the option to 'unsubscribe' or 'opt out' via a link at the foot of the email. Simply use this or alternatively, reply to the email advising that you would like to unsubscribe. All requests will be actioned within 5 working days.

If you have received unwanted emails sent from Kantar New Zealand's Research Panel, or purporting to be sent from Kantar New Zealand's Research Panel, please contact us immediately at survey@consumerlink.co.nz.

By submitting your registration survey, you consent to the collection and use of the information you provide to us as outlined in this Privacy Policy.

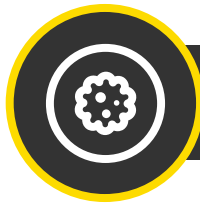
We may change this Privacy Policy from time to time and without notice. If we change our Privacy Policy, we will publish those changes on our website.

If members have any questions or suggestions regarding our privacy policy, please contact us at: survey@consumerlink.co.nz.

This statement should be read in conjunction with Kantar New Zealand's Research Panel Terms and Conditions (page 7) as well as the Terms and Conditions for completing surveys with Kantar New Zealand on the Flybuys website: <https://www.flybuys.co.nz/earn/stores/kantar-new-zealand>



2. Cookie policy



Cookie policy

Kantar New Zealand may use technology such as 'Cookies' to improve our research offering.

By accepting Cookies, panel members are likely to receive more survey opportunities, in turn creating the opportunity to earn more points.

This technology may also enable us to send you 'smarter' surveys, because there will be less need to ask questions about things like online advertising.

This policy details how Kantar New Zealand uses Cookies or similar technologies in our surveys and on our panel websites.

Definitions and Terms used in this policy

"Device" A computer, smartphone, or other mobile Device.

"Cookie" An electronic file placed on a Device which stores information specific to that Device. On Devices that don't accept Cookies, the Device's specific information will be stored in the browser cache. A Cookie which has been designed for use by Kantar New Zealand and which will be placed on a panellist's computer/Device to identify them to Kantar New Zealand as a Respondent whose advertising exposure data cannot be matched to their panel ID.

"Kantar New Zealand Cookie" A Cookie which has been designed for use by Kantar New Zealand and which will be placed on a panellist's computer/Device at login to identify them to Kantar New Zealand as a panellist.

"Tag" means an electronic Tag in online advertisements placed on certain sites and/or properties by Kantar New Zealand.

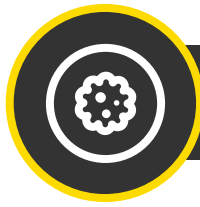
Cookies

Placement of Cookies

Kantar New Zealand will place either a Kantar New Zealand Cookie or Opt-out Cookie to all Respondents who login to their online surveys.

The Kantar New Zealand Cookie may be read by a 3rd party research partner to identify a Device as a Kantar New Zealand panellist's Device. All information contained in the Kantar New Zealand Cookie is completely anonymous. This anonymous information does not include your name, address, email address, or other personally identifiable information.

The Kantar New Zealand Cookie shall not be used on any computer/Device other than those owned or used by a panel Respondent. Kantar New Zealand will not enable 3rd party matching for a panel Respondent who has elected to opt-out of the program.



Cookie policy

Prohibition on Use of Tags

Kantar New Zealand shall not use the Tags:

- a. to personally identify any individual Respondent

Restrictions on Use of Kantar New Zealand Cookie Data

- a. Kantar New Zealand will ensure that Respondent's visits to their tagged registration, participation, and survey pages will not increase the likelihood that such Respondent will receive any particular targeted advertising.
- b. Kantar New Zealand may wish to (a) invite Respondents to participate in additional research based on their exposure to specific online advertising or assets; or (b) match Respondent records to existing Respondent demographic data which has already been collected by Kantar New Zealand.

Can I refuse Cookies or opt-out later?

Most browsers are initially set up to accept Cookies. However, you can configure your browser to alert you when a website is attempting to send you a Cookie and at that time you will have the option of refusing the Cookie.

Different browsers use different ways to disable Cookies, but they are usually found under a Tools or Options menu. You can also consult the browser's help menu.

The Cookie policy should be read in conjunction with Kantar New Zealand's Research Panel Terms and Conditions & Privacy Policy as well as the Terms and Conditions for completing surveys with Kantar New Zealand on the Flybuys website:

<https://www.flybuys.co.nz/earn/stores/kantar-new-zealand>

Contact Us

If you have any additional questions about our Cookies or the Cookie policy, please contact us at survey@consumerlink.co.nz.

3. Terms & Conditions





Terms & Conditions

Acceptance of Terms and Conditions

Your ability to participate in our Surveys is expressly conditioned upon your compliance with this Agreement and with all policies and guidelines applicable to the Surveys that Kantar/ConsumerLink may make available from time to time. In the event of your noncompliance, fraud or other inappropriate activity (as determined by Kantar/ConsumerLink in its sole discretion), Kantar/ConsumerLink may cancel or invalidate your eligibility, accounts and registrations, or restrict, block, limit, and prevent your access to and use of the Surveys. Without limiting the generality of the foregoing, the following requirements apply to your use of the Surveys:

All Flybuys members can opt in to collect points with Kantar New Zealand for completing surveys.

Kantar New Zealand's Research Panel is open for membership:

- to current Flybuys cardholders
- to individuals aged 15 years or over.
- to New Zealand residents only

And is conditional upon acceptance and compliance with the terms, conditions and disclaimers contained in this document.

The submission of the online registration survey constitutes the member's acceptance of these Terms and Conditions.

Kantar New Zealand reserves the right to vary these Terms and Conditions by providing 30 days' notice on the Kantar New Zealand website.

Conditions of Membership

By opting in, members also consent to receiving survey invitations from both Kantar New Zealand and ConsumerLink.

ConsumerLink is owned by Kantar New Zealand so member details are never passed onto any third parties.

For the purpose of this document, privacy policy and Cookie policy, the company names Kantar New Zealand and ConsumerLink are substitutable.

At any time, members can unsubscribe from receiving survey invitations from one or the other, or both Kantar New Zealand and ConsumerLink.

Kantar New Zealand reserves the right to terminate the membership of individuals who violate any of the following conditions of membership:

- An individual may only apply for one membership
- An individual must not join nor use the Kantar New Zealand's Research Panel on behalf of another individual, or under a false identity
- Any individual that is deemed to be dishonest in their survey responses
- Any other reason deemed inappropriate in the reasonable opinion of Kantar New Zealand.



Terms & Conditions

Termination of membership

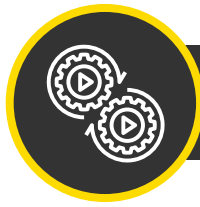
Kantar New Zealand reserves the right to terminate the membership of individuals who violate the following conditions of membership:

- An individual must not join nor use the Kantar New Zealand's Research Panel on behalf of another individual, or under a false identity
- Any individual that is deemed to be dishonest in their survey responses
- Any other reason deemed inappropriate in the reasonable opinion of Kantar New Zealand.
- Non-Use and Nondisclosure. Information and content made available to you in the Surveys may contain trade secrets or other confidential or proprietary information of Kantar/ConsumerLink and its suppliers or licensors. You must hold in strict confidence and not disclose to any other person any information and content that you access or learn in connection with your participation in any survey, project, questionnaire, or other market research activity related to the Surveys. You must not use any such information or content for any purpose other than your participation in the Surveys in accordance with this Agreement. You hereby agree to notify Kantar/ConsumerLink immediately if you learn of or suspect any use or disclosure of, or access to, any such information or content other than as specifically authorized in this Agreement.

- Registration Information. You agree to (a) provide accurate, current and complete information about you as may be prompted by any registration forms on the Surveys; and (b) maintain and promptly update your registration information and any other information you provide to Kantar/ConsumerLink, so as to keep it accurate, current and complete.
- Multiple Accounts. You may have only one active account at any time. Only one account per email address is allowed. Multiple accounts for any person or mailing address are subject to termination and forfeiture of all Points, incentives and rewards.
- Compliance with Laws. You must at all times comply with all applicable laws, rules, regulations, and orders, and not cause Kantar/ConsumerLink to violate any laws, rules, regulations, or orders.

Third-Party Content

Surveys may contain links or references to information, content, and Surveys provided by third parties (collectively, "Third-Party Content"). Kantar/ConsumerLink does not monitor or have any control over Third-Party Content. Kantar/ConsumerLink does not endorse or adopt any Third-Party Content and can make no guarantee as to its accuracy or completeness. Kantar/ConsumerLink undertakes no responsibility to update or review any Third-Party Content, and does not represent or warrant the accuracy of any information contained in any Third Party Content. Views expressed in Third Party Content are not endorsed by Kantar/ConsumerLink.



Terms & Conditions

Prize Draws

By participating in prize draws, you agree to

- any specific Terms & Conditions associated with that prize draw.
- have your name published on the Kantar New Zealand's Research Panel website in case you are a winner. Only first names and town/city of residence would be published.

Kantar New Zealand will make reasonable efforts to notify the winner that they have won. If for any reason, Kantar New Zealand, having made reasonable efforts to make contact with an eligible winner, has failed to hear back from the winner within 2 months of original notification being sent by Kantar New Zealand, Kantar New Zealand may, at its discretion:

- a. deem that winner to have forfeited their right to the prize; and
- b. select another eligible winner in accordance with these Terms and Conditions.

Any win that Kantar New Zealand reasonably suspects (in the Promoter's sole discretion) has involved or may involve fraud, bugs, tampering, hacking or any other unauthorised intervention will be null and void.

Payments to Members

Rewards/Payments to the member are at the sole discretion of Kantar New Zealand.

Kantar New Zealand reserves the right to request a copy of a 'proof of identification' document for membership verification and security purposes before granting payment of rewards. Where the member is unable to provide a copy of a proof of identification document, Kantar New Zealand may deny the request for payment of rewards and may also, at its discretion, cancel the membership.

The member is solely responsible for ensuring accuracy of information provided for the purpose of delivery of payments or rewards. Where payment is issued in the wrong name or where payment is not received by a member due to inaccurate address, there will be no re-issue of payment.

Kantar New Zealand is not responsible for any mail handling error of any postal service involved in the delivery of payment.

Upon termination of membership, the member will forfeit all outstanding rewards earned.



Terms & Conditions

Disclaimer

From time to time, our surveys may contain links to other websites or surveys not maintained by Kantar New Zealand. Kantar New Zealand does not independently verify the business practices of these third parties and makes no warranties on their behalf. The availability of any link or reference of any third party shall in no way constitute an endorsement by Kantar New Zealand of such third party. We encourage you to be aware when using such links to read the Terms and Conditions of each and every website you visit.

These Terms and Conditions should be read in conjunction with Kantar New Zealand's Research Panel Privacy Policy as well as the Terms and Conditions for completing surveys with Kantar New Zealand on the Flybuys website: <https://www.flybuys.co.nz/earn/stores/kantar-new-zealand>

Updates to this Agreement

Kantar/ConsumerLink may update this Agreement from time to time. When it does, it will revise the "updated" date on this Agreement. You are responsible for reviewing and adhering to the most recent update of this Agreement.

