

WOWCARS.CO.NZ PRIVACY POLICY

This Privacy Policy sets out how World of WearableArt and Classic Car Museum (“We”, “us” or “our”) collects, uses and discloses your personal information.

Collection of Personal Information

You may search, browse, and access information contained on our website without providing us with any personal information.

We collect personal information that you voluntarily provide to us through this website (for example, when participating in discussion boards or engaging with us through social media or when you contact us to request information. We also automatically collect information when you visit our website, and we provide further information on this in the below “Tracking Technologies” section.

The types of personal information that we collect will depend on the purpose for which it is being collected and could include your first and last name, physical address, nationality, gender, email address, phone numbers, date of birth, address and country of residence.

In the event that you are voluntarily providing us with personal information and do not fill in all required fields, or otherwise provide your full and correct details, we may not be able to comply with the purpose for which such personal information has been provided to us.

Legal Basis for Processing and Use of Personal Information

How we process your personal information will depend on the purpose for which it is collected, however such processing will only occur where we have a legal basis to do so. Our legal basis for processing your personal information will, in almost all circumstances, fall within the following categories:

- **Consent:** For example, where you have provided your consent to receive our periodic newsletter.
- **Compliance with law:** Where we are subject to a legal obligation and need to use your personal information in order to comply with that obligation.

We provide a summary of the general use for the collecting of your personal information.

General Use

The following sets out a list of general uses of your personal information that may apply to you depending on the purpose for which you have provided your personal information to us:

- disclosure to and use by service providers and contractors to help us operate our business and/or provide a service to you, e.g. who help us operate our computer systems, provide us with fraud prevention services, send out mail, send out email, and clean collected data;
- to provide you with marketing and promotional information regarding World of WearableArt and Classic Car Museum including sending you periodic newsletters (we note that you can opt-out of receiving any such information at any time) and conduct other promotional and marketing activities such as running marketing campaigns via social media and other channels;
- to contact you in response to employment or volunteer enquiries or provide information about available opportunities; and

- to contact you in response to general enquiries.

Use of Tracking Technologies

Apart from the information you give us, we also automatically collect information about you when you visit our website using cookies and other tracking technologies (such as 'pixel tags'). Cookies are small text files containing small amounts of information which are downloaded and may be stored on your user device, e.g. your computer, smartphone or tablet. Techniques we use that may be similar to cookies are tracking pixels, Java scripts, tags and web beacons.

Examples of information we may collect using cookies and other tracking technologies include:

- technical information such as your computer's IP address and your browser type; and
- information about your visit such as the length of your visit and the pages that you visited.

Collecting this information enables us to better understand the visitors who come to our website, where they come from, and what content on our website is of interest to them. For more information on what cookies we use and how we use them, please refer to our Cookie Policy.

Access and Correction & Other Rights

You can request that we provide access to the personal information we have collected about you at any time. There are certain exemptions which may apply to, or otherwise prevent us from providing you with, your information.

You can also request us to correct such personal information. In the event that we refuse or do not comply with any such request, you are entitled to request a statement be attached to the relevant information that a correction was sought but not made.

You can object to the processing of your personal information, ask us to restrict processing of your personal information or request portability of your personal information.

You can ask us not to process your personal data for marketing purposes. We will usually inform you (before collecting your data) if we intend to use your data for such purposes.

You can exercise your right to prevent such processing by checking certain boxes on the forms we use to collect your data or otherwise by clicking the "opt-out" or "unsubscribe" links in any marketing material we send you.

You can withdraw your consent to the processing of personal information we have collected at any time. Any such withdrawal will not invalidate processing that has occurred prior to withdrawing your consent.

Retention and Deletion

The personal information we collect from you will be kept for so long as it is needed to carry out the purpose for which it was collected. The vast majority of the personal information that is collected and retained is from:

- visitors of World of WearableArt and Classic Car Museum when you contact us through our website or call us directly

In this instance, your consent is obtained to the uses described earlier in this policy. As these uses include on-going marketing activities and promotion of World of WearableArt and Classic Car

Museum and archival purposes, your personal information will be retained until such time as you request its deletion (which you may request at any time).

Transfer of Personal Information

We may transfer your personal information to:

- our group companies, affiliates and/or related entities;
- our third-party service providers to assist us in performing any of the tasks described above under the “Use of Personal Information” heading;
- any person or entity, including our affiliates, in the event of a sale, merger, consolidation, change in control, transfer of substantial assets, financing, reorganisation, or liquidation whereby we transfer, sell, or assign to such third-party information concerning your relationship with us, including without limitation, personal information that you provide and other information concerning your relationship with us.

Otherwise we will not provide your personal information to any other third parties, unless there is a legal obligation to do so.

If you have questions or comments about our Privacy Policy or if you want to opt out of receiving information regarding World of WearableArt and Classic Car Museum or if you feel we have not adhered to this policy or if you want to obtain more information about how we manage your personal information, please contact our privacy officer, Competition & Business Affairs Manager, Kat Sprowell, kat@worldofwearableart.com.

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