

# The Literacy Tower Privacy and Security Policy

The Literacy Tower Pty Ltd (“TLT”) is committed to protecting your privacy. We recognise that your personal information is confidential and we understand that it is important for you to know how we treat your personal information. Please read on for more information about our Privacy Policy.

## 1. What information do we collect and how do we use it?

TLT may use the information it collects from you for the following purposes:

- To assist us in providing you with a quality service;
- To respond to, and process, your request;
- To track and update your school’s loyalty scheme status;
- To notify competition winners or fulfil promotional obligations;
- To inform you of, and provide you with, new and existing products and services offered by TLT from time to time.

Any information we collect will not be used in ways that you have not consented to and will never be passed on or sold to any third party for non-TLT promotional or marketing purposes.

If you send us an email, we will store your email address and the contents of the email. This information will only be used for the purpose for which you have provided it. Electronic mail submitted to TLT is handled and saved according to the provisions of the New Zealand Privacy Act 1993.

When we offer contests, promotions or loyalty reward schemes customers who choose to participate are asked to provide personal information. This information may then be used by us to notify winners, to fulfil promotional obligations or to ensure the accuracy of your loyalty reward status.

We may use the information we collect to occasionally notify you about important functionality changes to our website, new and special offers we think you will find valuable. If at any stage you no longer wish to receive these notifications you may opt out by sending us an email.

TLT does monitor this website in order to identify user trends and to improve the site if necessary. Any of this information, such as the type of site browser your computer has, will be used only in aggregate form and your individual details will not be identified.

## 2. How does TLT store and protect your personal information and who has access to that information?

As required by the Privacy Act 1993, TLT follows strict procedures when storing and using the information you have provided.

We do not sell, trade or rent your personal information to others.

ICDSoft host the TLT website using the SAVVIS protected service network, which is an advanced IP (Internet protocol) fiber-optic backbone in a controlled, protected environment with full back-up, redundancy, emergency provisioning and multiple Internet access points. All data is stored behind their firewalls.

Only specific employees within TLT are able to access your personal data and all access is monitored.

Credit card details are never stored by TLT.

This policy means that we may require proof of identity before we disclose any information to you.

### **3. Online security**

When you order products or access your personal or school information via our website, a secure server is used. We use industry standard data encryption for transmission of any personal information including credit card details you provide online. Known as SSL (Secure Sockets Layer) protocol, you can check this is active by looking for the padlock symbol on many browsers. SSL allows a secure connection between your web browser and our web server, using a private (or secret) key to encrypt the information. This encryption provides greater consumer protection than many forms of offline credit card payments.

Our online credit card processing service is provided by ANZ bank and all transactions are undertaken within the strictest and most up-to-date standards of security.

We will never ask you to submit credit card details by email, and you should never use email to send us your credit card details. This includes sending order forms with credit card details as email attachments. To ensure your online security, emailed orders with credit card details will not be accepted by TLT.

We make no warranty (express or implied) in respect of the effectiveness of encryption used and we are not responsible for events arising from unauthorised access to your personal information.

In order to protect your privacy and our databases/systems, we recommend that you not share any of your personal information, such as usernames or passwords, with any other party.

We will take all reasonable steps to ensure that any personal information we collect is secure, accurate and up to date and is protected against loss, theft and unauthorised use or modification.

No records of your credit card details are stored or kept in any way by TLT.

Please contact us immediately if you believe that your personal information has not been protected

### **4. What should I do if I want to change my details or if I don't want to be contacted any more?**

At any stage you have the right to access and amend or update your personal details. If you do not want to receive any communications from us you may opt out by contacting us via these email addresses: [ausoffice@theliteracytower.com](mailto:ausoffice@theliteracytower.com) or [nzoffice@theliteracytower.com](mailto:nzoffice@theliteracytower.com) .

### **5. What happens if TLT decides to change this Privacy and Security Policy?**

If we change any aspect of our Privacy Policy we will post these changes on this page so that you are always aware of how we are treating your personal information.

### **6. How can you contact us if you have any questions, comments or concerns about our Privacy and Security Policy?**

We welcome any questions or comments you may have. Please feel free to contact us by email at [ausoffice@theliteracytower.com](mailto:ausoffice@theliteracytower.com) or [nzoffice@theliteracytower.com](mailto:nzoffice@theliteracytower.com) .Please also refer to other Terms and Conditions posted on this website for more information.