Tourism Industry Aotearoa Incorporated
Privacy statement

1 About this privacy statement

This privacy statement applies to personal information collected by Tourism Industry Aotearoa Incorporated, a society incorporated in New Zealand (incorporation number 245403) (in this notice, 'we', 'us', 'our'), from or about our website users, members, and prospective members, conference attendees, and others who interact with us ('you', 'your').

In this privacy policy, when we refer to:

- the 'GDPR', we mean the European Union General Data Protection Regulation (EU) 2016/679, as well as the UK Data Protection Act 2018 and the legislation falling within the definition of 'applicable data protection legislation' under the UK Data Protection Act 2018;
- 'Australian Privacy Law', we mean the Privacy Act 1988 (Cth), including the Australian Privacy Principles and binding codes and regulations made under that Act in force in Australia;
- 'New Zealand Privacy Law', we mean the Privacy Act 2020 and regulations made under that Act in force in New Zealand;
- 'applicable data protection law', we mean the data protection or privacy law applicable to our processing of your personal information; and
- 'personal information', we mean information about, or relating to, an identified or identifiable individual, and any other information that is 'personal data' or 'personal information' under applicable data protection law.

2 Information we collect about you

We may collect the following information about you, for the following purposes:

PERSONAL INFORMATION COLLECTED	WHO WE COLLECT IT FROM	WHY COLLECTED
Information about you including: • your contact details, such as office address, home address, telephone numbers and email address • your personal details • your membership information, including your membership history • any other information you make available to us	You	To do any one or more of the following: • process membership applications and renewals and event registrations • fulfil orders or requests for information, products or services • fulfil our role as an association body • communicate information about our products, services and matters relevant to the association

PERSONAL INFORMATION COLLECTED	WHO WE COLLECT IT FROM	WHY COLLECTED
		• monitor, moderate and improve our sites • assess your suitability for appointment to a board, committee or trustee of Tourism Industry New Zealand Trust • fulfil our contractual and other regulatory obligations • conduct, manage and report on quality assurance reviews and audits • manage complaints and disciplinary processes • provide and manage student scholarships and other charitable assistance • organise and host training and events, awards and judging • facilitate business connections between members (including through the member directory in our members' portal) and between attendees at our events (including TRENZ buyers and sellers)
Your employment information and practising history, recommendation and reference letters	Your employer and acquaintances	Nominations and assessment for industry awards and judging
Your membership information, including your membership history	Professional bodies	Process membership applications and renewals under reciprocal arrangements
Information about you including: • your contact details, such as office address, home address, telephone numbers and email address • your employer, including your role	Your employer	When your employer registers you in an activity or course, to enable you to register for that activity or course

PERSONAL INFORMATION COLLECTED	WHO WE COLLECT IT FROM	WHY COLLECTED
Technical information collected via cookies or otherwise, including: • browser and device information • server log file information • app usage data • demographic information • location information • aggregated information	You	To do any one or more of the following: • personalise your browsing experience • improve the layout and functionality of our website
Any information about you (including information of the type referred to above)	Any person (including the persons referred to above)	For any other reason permitted by the Privacy Act 2020 (for example, with your authorisation, for a directly related purpose, or where the law permits or requires it)

3 If you do not agree to provide us with personal information

You don't have to give us personal information about you, or any other person. However, if you do not provide us with the information we request, we may not be able to provide you with our products and services or grant you membership, or you may not be able to fully benefit from our products and services (for example, you may not be registered to attend the events we host).

4 Information you give us about other people

We may collect personal information about someone else from you. If you do provide us with someone else's personal information, you must make sure you have that person's authority to do so and you must make sure that person knows that their information may be used by us in the circumstances set out in this notice.

5 Disclosing your information

We may disclose the personal information we hold about you to the following persons and for the following purposes:

WHO TO	WHY DISCLOSED
Our related and associated companies, trusts, affiliates and subsidiaries	Any one of the purposes it was collected for
The Warehouse and Noel Leeming	To enable them to: • verify your TIA membership (and entitlement to discounts available to TIA members)

WHO TO	WHY DISCLOSED
	• promote discounts, events and special deals to you • report sales data back to us Any queries about access or correction of information shared with The Warehouse and Noel Leeming can be directed to privacy@nlg.co.nz
Other commercial partners	To enable them to: • verify your TIA membership (and entitlement to discounts available to TIA members) • promote discounts, events and special deals to you • report sales data back to us
Other TRENZ attendees (including registered buyers and sellers)	To enable TRENZ buyers and sellers to identify, contact and continue business discussions and contractual arrangements with each other following TRENZ
Other TIA members with access to our members' portal	To publish a member directory within our login-protected members' portal so that members can identify and contact each other
Our service providers	To enable them to provide services to us
Any person, including government authorities and regulatory bodies	Where we are authorised or required to disclose your personal information to them
Any other person	For any other reason permitted by the Privacy Act 2020 (for example, with your authorisation, for a directly related purpose, or where the law permits or requires it)

6 Where we hold your personal information

We hold your personal information on servers which are hosted by us or on our behalf by third party service providers (see paragraph 7 below).

Your personal information may also be held by us or on our behalf in physical form when used operationally.

7 Who else we share your personal information with, and sharing your personal information cross-border

We transfer the personal information we collect from or about you with our service providers (who hold it and process it on our behalf) as follows:

WHO TO	WHERE	WHY SHARED
Salesforce	United States	To operate our membership system

WHO TO	WHERE	WHY SHARED
Satellite TAG	Australia	To operate our events registration platform
Mailchimp	United States	To operate our email marketing platform
Microsoft 365	New Zealand/Australia	Operating platform
Survey Monkey	United States	To operate our email marketing platform
Akiaki	United States	To operate our learning management platform
Xero	United States	To operate our financial and billing platform
Zoom	United States	To operate our events registration and presentation platform

In doing so, where required by applicable data protection law, we have adopted contractual and security measures to protect your relevant rights and interests in relation to the transfer of your personal information.

8 How long we retain your personal information

We retain all personal information that we collect about you (either on our active systems or our archive systems) in accordance with a retention policy that we have developed in accordance with applicable data protection law. This generally means that we retain your personal information for the longer of:

- the period for which it is necessary or desirable for us to retain your personal information in order to carry out the purposes for which we collected your personal information (including for the purposes of providing services to you and using your services, and managing any claims relating to our provision of services to you or your organisation, or the use of your services or those of your organisation); and
- the period for which we are required to retain your personal information as required by law (for example, the period for which we are required by law to maintain accounting or tax records which incorporate your personal information).

9 Automated decision making

We do not use your personal information to make automated decisions in a way that could reasonably be expected to significantly affect your rights or interests.

10 Your rights

Your rights are governed by the applicable data protection law that applies to our processing of your personal information, as follows:

APPLICABLE DATA PROTECTION LAW IS	YOUR RIGHTS ARE
The GDPR (art. 15 *et seq*.)	The rights to: • request access to and rectification of your personal information • object to our processing of your personal information if there is a basis for doing so under the GDPR – for example, when the processing is based on legitimate interest • data portability, being the right to receive any personal information that you have provided us in a commonly-used machine-readable format • have any personal information about you erased upon request if it is no longer relevant (the 'right to be forgotten') • not to be subject to a decision based solely on automated processing, including profiling • withdraw your consent to the processing of your personal information, but only where consent forms the basis for the processing • lodge a complaint with the appropriate data protection authority (see paragraph 11 below)
New Zealand Privacy Law	The rights to: • request access to personal information that we hold about you • request that we correct personal information that we hold about you
Australian Privacy Law	The rights to: • request access to personal information that we hold about you • request that we correct personal information that we hold about you that you consider is inaccurate, out-of-date, incomplete, irrelevant or misleading

11 How and to whom to make a complaint

You may have the right under applicable data protection law to lodge a complaint with a supervisory authority regarding our handling of your personal information.

12 Contacting us

You may contact our privacy officer:

by post, at: Privacy Officer
Tourism Industry Aotearoa
PO Box 1697
Wellington 6140

by email, at: member@tia.org.nz

13 Keeping us updated

It is important to us that the personal information that we hold about you or any other person is accurate and complete. Please let us know as soon as possible if you think we may need to make changes to the information that we hold.

14 Amendments

We may make changes to this privacy statement from time-to-time by publishing an updated version of this privacy statement on our website.

Last update: October 2026