

Privacy Policy

Effective Date: 11 September 2020

Direct Safety is committed to ensuring the security and protection of your personal information. This privacy policy outlines the information we collect from you, how we process and share it, and your options for controlling your personal information. Our privacy policy meets the requirements as set out in the New Zealand Privacy Act 2020 and the Australian Privacy Act 1988.

What is collected	How it is collected
Name, email address, password	From a sign-up form when you create an account, or an account is created for you by your employer, or Direct Safety staff.
Phone number, postal address, job title, company	From forms under your user profile, either by you or your employer.
IP address, cookie/pixel information	From your web browser when you use our services. We place our own cookies, and utilize third parties (such as Google Analytics, Pipedrive) who place their own cookies and/or pixels.
Your specific activities on the websites	By associating your web traffic with the cookies/pixels you accept from us or third parties
Any other information you voluntarily provide	From response protocols and other forms on our websites, or in emails or phone calls you exchange with us

INFORMATION WE COLLECT

To operate Direct Safety's services, we require some information from you. This section outlines the information we collect, and how we collect it.

Our services are not intended for people under the age of sixteen (16). We do not intentionally collect personal information from them.

WHEN YOU USE OUR SERVICES

Our services include the [Direct Safety Live](#) and [Garmin](#) portal and associated web services. These services can only be accessed with your password-protected user account. We collect the following information under our service contract. You are advised not to populate the account with more information than is listed below.

What is collected	How it is collected
Name, email address, password	From a sign-up form when you create an account, or an account is created for you by your employer, or Direct Safety staff.
Phone number, postal address, job title, company	From forms under your user profile, either by you or your employer.
IP address, cookie/pixel information	From your web browser when you use our services. We place our own cookies, and utilize third parties (such as Google Analytics, Pipedrive) who place their own cookies and/or pixels.
Your specific activities on the websites	By associating your web traffic with the cookies/pixels you accept from us or third parties
Any other information you voluntarily provide	From response protocols and other forms on our websites, or in emails or phone calls you exchange with us

When you use our devices or mobile app

When you carry a lone worker device or use a mobile app, the following information is collected and kept in an account (either your account or your employer's account). We collect the following information under our service contract.

What is collected	How it is collected
Name, email address, phone number, postal address, job title, company	From forms under the account which holds your device or mobile app (either your account, or your employer's account if they hold the device or mobile app)
Location information	From location sensors or cell tower information in your device or mobile app
Phone calls	From the voice calling feature of voice-enabled safety devices (but not a mobile app)

HOW WE USE YOUR INFORMATION

This section outlines the ways your information is used to provide you with information and services.

- As required to establish a contract with you or your employer when you or your employer enter into an agreement for our safety services. This may include verifying your identity, processing payments, communicating with you.
- To monitor use of our websites and online services. We may use your information to help us check, improve and protect our content, services and websites.
- To respond to any comments or complaints we may receive from you about our website or our services.
- To provide you with information about new products, services, newsletters, informative e-mails, and research on future product ideas or improvements, as well as to personalize our communication to you
- To be able to invite you to take part in surveys
- Information collected through the Direct Safety web sites will be anonymized and aggregated to allow us to improve our services.

HOW WE SHARE YOUR INFORMATION

This section outlines who may have access to your information, and under what circumstances.

Service providers

Where required to fulfil contractual obligations Direct Safety personnel, as well as our service providers, may have access to your information. For example, this includes our sales, development, monitoring and operations personnel, Direct Safety website hosting companies, infrastructure providers, mapping and communications service providers. Our service providers are required to provide the same level of protection for your data that we provide.

Legal and/or administrative access

We may share your information with third parties who have a legitimate need to see it. For example, this may include situations such as law enforcement access, or matters concerning National Security.

Your employer and their delegates

When using a Direct Safety device or mobile app owned by your employer, your employer has access to your information under their service account. If they have delegated management of that device or mobile app to another Direct Safety Live account (for example, to a third-party Monitoring Center), then that account owner can also access your information.

HOW YOU CONTROL YOUR INFORMATION

This section outlines your options to control your information and exercise your rights.

You have the right to access, review, update, correct or delete your information. You may also choose to limit the information you provide to us. If we require a piece of information in order to provide our contracted services to you, the impact of not providing this information will be made clear at the point of entry. For corporate accounts you may need to contact your employer to exercise your rights of access, review, update, correct or delete your information.

When dealing with requests under your rights, we will require specific information from you so we can confirm your identity and right to access, as well as search for and provide your information, subject to any applicable legal or technical constraints. In exceptional cases, a reasonable fee may also be applied to cover administrative costs.

Opt-out

You may unsubscribe or opt-out of communications you receive from us, using the link included in the communication.

Cookie management

Direct Safety uses industry standard cookie and pixel technologies. You may control these via settings on your web browser. Please refer to your browser documentation for instructions about managing cookies.

Contact us

If you have questions, or wish to exercise any of your rights (including access, rectification, erasure, restriction of processing, objection to processing, data portability, or withdrawal of consent for processing), please contact us at support@directsafety.co.nz

SECURITY AND DATA RETENTION

This is how we protect your information.

We strive to use reasonable, industry-standard controls (a combination of organizational, technical, and administrative measures) to protect your information against loss, misuse, unauthorised or unlawful access, disclosure, alteration and destruction. No system is guaranteed to be perfect; if you believe the security or privacy of your information has been compromised, please contact us using the contact details listed at the end of this policy.

We will retain your information for as long as needed or permitted to achieve the purposes for which it was obtained. Retention periods are based on criteria including the period of time we have a relationship with you and provide services to you, as well as our legal obligations to you and others.

POLICY UPDATES AND CONTACT INFO

We update our Privacy Policy from time to time. The “Effective Date” at the top of this Privacy Policy shows the most recent revision.

If you have questions about our policy, about our processing of your personal data, or if you wish to exercise your rights, please contact us via email at support@directsafety.co.nz