



Privacy Policy / Procedure

Policy Statement

Athletics Auckland Incorporated (AAI) is committed to protecting your privacy and handling your personal information responsibly.

This Privacy Policy explains how Athletics Auckland collects, uses, stores, protects and shares personal information when you visit our website, athleticsauckland.co.nz, contact us, register for or participate in our activities and events, or otherwise interact with us, including through social media and online advertising.

Athletics Auckland operates in accordance with the **New Zealand Privacy Act 2020** and the Information Privacy Principles contained within it.

Who We Are

In this Privacy Policy, **"Athletics Auckland"**, **"we"**, **"us"** or **"our"** means Athletics Auckland.

Our website is athleticsauckland.co.nz.

Contact details:

Athletics Auckland
51 O'Rorke Road
Penrose
Auckland 1061
New Zealand
Postal address: PO Box 12-123, Penrose, Auckland 1642
Telephone: (09) 525 6903
Email: office@athleticsauckland.co.nz

If you have any questions about this Privacy Policy or how we handle your personal information, please contact us using the details above.

What Personal Information We Collect

Depending on how you interact with Athletics Auckland, we may collect personal information including:

- your name;
- email address;
- telephone number;
- postal or physical address;
- date of birth or age;
- gender, where relevant to an event, competition or programme;
- athletics club or organisation details;
- competition and event entry information;
- information relating to your participation in athletics activities;
- coaching, officiating or volunteering information;
- information you provide when contacting us;
- information provided through website forms;
- information provided when subscribing to our newsletters or mailing lists;
- photographs, videos and other content relating to Athletics Auckland activities and events;

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- information relating to your interactions with our website, including pages visited and website usage information; and
- any other information you voluntarily provide to us.

Where information is collected in connection with participation by children or young people, we may collect information from a parent, guardian, caregiver, club or other authorised person where appropriate.

We aim to collect only information that is reasonably necessary for the relevant purpose.

How We Collect Personal Information

We may collect personal information when you:

- visit or use our website;
- complete a contact, enquiry or registration form;
- subscribe to our newsletter or mailing list;
- register for or participate in an event, competition or programme;
- communicate with us by email, telephone, social media or other means;
- interact with one of our affiliated clubs or organisations where information is provided to us for an Athletics Auckland purpose;
- participate in coaching, officiating or development programmes;
- respond to our advertising or marketing; or
- otherwise provide information to Athletics Auckland.

We may also automatically collect certain technical information when you use our website, including information about your browser, device, approximate location, pages visited and interactions with the website.

Meta Leads Form

Athletics Auckland may use lead-generation forms provided by **Meta Platforms, Inc. ("Meta")** through Facebook and Instagram.

When you complete an Athletics Auckland lead form on Facebook or Instagram, the personal information you provide, such as your name, email address, telephone number and any other information requested in the form, may be collected by Meta and provided to Athletics Auckland.

Athletics Auckland may use information received through Meta Lead Forms to:

- respond to your enquiry;
- provide information about Athletics Auckland programmes, events and activities;
- contact you about relevant opportunities;
- follow up on an expression of interest; and
- where you have provided appropriate consent, send relevant marketing communications.

Information received through Meta Lead Forms may be stored in Athletics Auckland's systems or in third-party systems used by Athletics Auckland to manage enquiries, contacts and communications.

Meta may separately collect and process your information in accordance with its own privacy policies and terms. Athletics Auckland does not control Meta's independent collection or use of information through its platforms.

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Where Athletics Auckland receives your personal information from Meta, Athletics Auckland will handle that information in accordance with this Privacy Policy and applicable New Zealand privacy law.

Where personal information is collected indirectly through a third party, Athletics Auckland will take reasonable steps to ensure that individuals are aware of the collection, the purpose of the collection, intended recipients, the identity of the organisation collecting and holding the information, and their rights to access and correct their information, as required by applicable privacy law.

How We Use Personal Information

We may use personal information for purposes including:

- administering events, competitions and programmes;
- processing registrations and entries;
- responding to enquiries and expressions of interest;
- communicating with athletes, parents, guardians, clubs, coaches, officials, volunteers and other participants;
- providing information about Athletics Auckland activities and opportunities;
- administering coaching, officiating and development programmes;
- maintaining appropriate records;
- publishing event results, rankings, records and other competition information where appropriate;
- promoting Athletics Auckland activities, events and programmes;
- sending newsletters and other communications where you have subscribed or where otherwise permitted by law;
- following up with people who have expressed an interest in Athletics Auckland;
- understanding how people use our website;
- measuring the effectiveness of our advertising and marketing;
- improving our website, services and communications;
- protecting the security and integrity of our website and systems;
- meeting our legal, regulatory and organisational obligations; and
- any other purpose that is reasonably connected with the purpose for which the information was collected or otherwise permitted by law.

We will generally only use personal information for the purpose for which it was collected, or for a purpose that is directly related to that original purpose or otherwise permitted by law.

Marketing Communications

If you subscribe to an Athletics Auckland mailing list, submit an expression of interest, or otherwise provide appropriate consent to receive marketing communications, we may use your name and email address to send you newsletters, updates, event information and other relevant communications.

You can unsubscribe from marketing emails at any time by using the unsubscribe link contained in the relevant email or by contacting us.

Unsubscribing from marketing communications does not necessarily remove you from receiving important operational communications relating to an event, competition, registration or other service you are participating in.

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Where we collect information through a lead-generation form, the form will explain where relevant how the information will be used and whether you are agreeing to receive marketing communications.

Cookies, Analytics and Website Technologies

Our website may use cookies and similar technologies to help the website function, understand how visitors use the website and improve our services.

These technologies may collect information such as:

- pages visited;
- links or buttons clicked;
- approximate location;
- browser and device information;
- referring websites;
- time spent on the website; and
- other information about how you interact with our website.

We may use third-party services such as website analytics, advertising and social media platforms to help us understand website traffic and measure the effectiveness of our marketing.

These services may use cookies, pixels or similar technologies to collect information about your interaction with our website.

Where applicable, you can manage cookies through your browser settings or any cookie-management tools made available on our website.

Advertising and Remarketing

Athletics Auckland may use online advertising platforms, including Meta and other digital advertising services, to promote Athletics Auckland activities, events and programmes.

We may use advertising and remarketing technologies to show relevant advertising to people who have previously visited or interacted with our website, social media content or other digital content.

For example, we may create audiences based on interactions with our website or digital content and use those audiences to deliver advertising through platforms such as Facebook and Instagram. Third-party advertising providers may use cookies, pixels or similar technologies to collect information about your interaction with our website or digital content.

These technologies are used to help us understand the effectiveness of our advertising and reach people who may be interested in Athletics Auckland.

You may be able to control or limit personalised advertising through the settings provided by the relevant advertising platform or through your browser or device settings.

Meta may independently process information in accordance with its own privacy policy. You can review Meta's privacy practices through its Privacy Policy.

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Shared Personal Information

We may disclose personal information to third parties where this is reasonably necessary for the purposes described in this Privacy Policy.

These third parties may include:

- event and competition providers;
- Athletics New Zealand and relevant athletics organisations;
- affiliated athletics clubs;
- service providers who assist us with website hosting, technology, communications, email marketing, event administration or data management;
- website analytics providers;
- advertising and social media platforms;
- professional advisers;
- government agencies or regulatory bodies where required or permitted by law; and
- other parties where you have authorised us to disclose your information or where disclosure is otherwise permitted by law.

We do not sell your personal information.

Where we use third-party service providers to process personal information on our behalf, we take reasonable steps to ensure that the information is handled appropriately and securely.

Overseas Providers

Some services we use may store or process personal information outside New Zealand.

For example, website hosting, email marketing, analytics, social media and advertising services may be provided by organisations operating internationally.

Where personal information is disclosed to an overseas provider, Athletics Auckland will take reasonable steps to ensure that the disclosure is consistent with the requirements of the New Zealand Privacy Act 2020.

Third-party providers may also have their own privacy policies governing how they handle

Keeping Personal Information Secure

We take reasonable steps to protect personal information from loss, misuse, unauthorised access, disclosure, alteration or destruction.

Security measures may include appropriate access controls, secure systems, password protection and other technical and organisational safeguards.

However, no method of storing or transmitting information online can be guaranteed to be completely secure.

How Long We Keep Personal Information

We retain personal information only for as long as it is reasonably required for the purposes for which it was collected, to meet our legal or operational obligations, or for other lawful purposes.

When personal information is no longer required, we will take reasonable steps to securely delete, destroy or anonymise it.

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Accessing Your Personal Information

You have the right to request access to personal information we hold about you, subject to the applicable provisions of the Privacy Act 2020.

If you would like to request access to your personal information, please contact us:

Email: office@athleticsauckland.co.nz

Telephone: (09) 525 6903

Postal address: PO Box 12-123, Penrose, Auckland 1642

We may need to verify your identity before providing access to personal information.

Correcting Your Personal Information

If you believe personal information we hold about you is incorrect, incomplete or out of date, you may ask us to correct it.

Please contact us and explain what information you believe needs to be corrected.

We will take reasonable steps to consider and action correction requests in accordance with the Privacy Act 2020.

Privacy of Children and Young People

Athletics Auckland provides activities and programmes involving children and young people.

Where we collect personal information relating to a child or young person, we aim to handle that information carefully and only collect and use information that is reasonably necessary for the relevant activity, programme, event or service.

Where appropriate, information may be provided by or collected through a parent, guardian, caregiver, club or other authorised person.

Parents and guardians may contact us regarding personal information relating to a child or young person where they are entitled to do so under applicable privacy laws.

Where information about a child or young person is collected indirectly, Athletics Auckland will take reasonable steps to meet its obligations under the Privacy Act 2020.

Photographs, Videos and Event Results

Athletics Auckland and authorised third parties may take photographs or video footage at Athletics Auckland events, competitions, training activities and other events.

Images and footage may be used for purposes such as:

- promoting athletics and Athletics Auckland;
- reporting on events;
- publishing news and results;
- social media;
- websites;
- newsletters;
- promotional and marketing materials; and
- archival or historical purposes.

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Event results, rankings, records and other competition information may also be published where appropriate.

If you have concerns about the use of an image or other personal information relating to you, please contact us.

Links to Other Websites

Our website may contain links to websites operated by third parties, including athletics organisations, clubs, event providers and social media platforms.

This Privacy Policy applies only to information collected by Athletics Auckland.

We are not responsible for the privacy practices or content of third-party websites. We recommend reviewing the privacy policy of any third-party website you visit.

Your Privacy Rights

Under the New Zealand Privacy Act 2020, you have rights relating to your personal information, including the right to:

- know when your personal information is being collected;
- understand why it is being collected and how it may be used;
- request access to personal information held about you;
- request correction of personal information that is inaccurate or incomplete; and
- make a privacy complaint if you believe your information has not been handled appropriately.

You can exercise these rights by contacting Athletics Auckland using the details in this Privacy Policy.

Privacy Complaints

If you have a concern about how Athletics Auckland has collected, used, stored or disclosed your personal information, please contact us first so that we can investigate and respond to your concern.

If you are not satisfied with our response, you may contact the **Office of the Privacy Commissioner**.

Further information about your privacy rights is available from the Office of the Privacy Commissioner at privacy.org.nz.

Changes to this Privacy Policy

We may update this Privacy Policy from time to time to reflect changes to our practices, services, technology or legal obligations.

The latest version will be published on our website with the date it was last updated.

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