

Effective Date: 01 May 2026

1. Introduction

Web8 (“we”, “us”, or “our”) is committed to protecting the privacy and personal information of our clients, prospects, and website visitors. This Privacy Policy outlines how we collect, use, store, and disclose your personal information in accordance with the New Zealand Privacy Act 2020 and the Unsolicited Electronic Messages Act 2007 (UEMA).

2. Information We Collect

We collect personal information necessary to provide our digital services and conduct business operations. This includes:

- **Identification & Contact Data:** Name, email address, phone number, and physical business address.
- **Professional Data:** Job titles, company name, industry, and business categories.
- **Technical & Usage Data:** IP addresses, browser types, and information on how you interact with our website via cookies.

3. How We Collect Information

We collect information through three primary channels:

1. **Direct Interactions:** Information you provide when you fill out forms on our website, subscribe to a newsletter, or contact us directly.
2. **Automated Technologies:** As you interact with our website, we may automatically collect technical data via cookies and similar tracking technologies.
3. **Indirect Collection (Prospecting):** To identify potential business partners, we may collect professional contact information from publicly available sources, including company websites, professional networking platforms (e.g., LinkedIn), and official business directories.

4. Indirect Collection & Your Rights

In accordance with Information Privacy Principle 3A, if we collect your personal information from a source other than you, we will notify you at the time of our first communication. This notification will include:

- The fact that the information was collected indirectly.
- The specific source of that information.
- The purpose for which we intend to use that information.

You have the right to:

- Access the personal data we hold about you.
- Request corrections to any inaccurate information.
- Opt-out of any further marketing communications immediately.

5. Purpose of Collection and Use

We use your personal information to:

- Provide and manage our digital and web services.
- Communicate with you regarding inquiries or projects.
- Conduct business development and outreach that is directly relevant to your professional role.
- Improve our website and service offerings through data analysis.

6. Email Marketing & Unsubscribe

All commercial electronic messages sent by Web8 comply with the Unsolicited Electronic Messages Act 2007. Every marketing or prospecting email includes a functional and free unsubscribe facility. We commit to processing all unsubscribe requests within 5 working days.

7. Sharing and Disclosure

We do not sell, rent, or trade your personal information. We only share data with service providers who assist in our operations (such as our CRM, ActiveCampaign) or if required by law. We ensure that any third-party providers adhere to strict data protection standards equivalent to the NZ Privacy Act 2020.

8. Your Rights

You have the right to request access to the personal information we hold about you and to ask for it to be corrected if you think it is wrong. If you'd like to exercise these rights, please contact us using the details below.

9. Contact Us

Web8 Privacy Officer

Address: Morrin Road, St Johns, Auckland, New Zealand

Email: info@web8.co.nz

Phone: +64 228536277