



Effective Date: 1 January 2025

Sport New Zealand (“**Sport NZ**”) would like to thank you for taking part in this survey (the “**Survey**”). Sport NZ has contracted **Verian**, an independent research company, to administer the Survey. Verian will share the responses provided by all survey participants with Sport NZ, and Sport NZ will use the information to inform and drive relevant government policy decisions.

Personal identifiable information (including name and address, email and phone number) will only be shared with Sport NZ if you provide your consent.

Your participation in the Survey is voluntary. It will help Sport NZ understand New Zealanders’ views and behaviours in relation to play, active recreation and sport. Your input is important and the more people that participate, the more representative the survey results will be of all of New Zealand society.

As described in this Privacy Statement, personal information - *information that alone or in combination with other information identifies you as an individual, such as your name, email address, phone number, and other information that can be reasonably linked to you as an individual* will be collected in connection with your participation in the Survey. This Privacy Statement explains how the information collected in connection with the Survey will be used, shared, and protected as well as your choices and legal rights in relation to such information.

Please note that this Privacy Statement applies only to information collected in connection with the Survey. If you have any questions about this Privacy Statement or your information, please refer to the “Contact details” section below.

Collection of your information

Verian has randomly chosen adults from across New Zealand using the Electoral Roll¹ and sent them an invitation to complete the survey. This invitation is also extended to any children aged 5-17 who live with the adult to complete the Young Peoples' version of the Survey.

In order to post out an invitation to you, Verian obtained your name and home address from the Electoral Roll. When you complete the survey, additional information about you, including the activities you engage in; your views towards play, active recreation and sport; and other demographic variables (e.g., ethnicity, household composition, occupation, etc.) will be requested and collected.

As is true of most websites, when you complete the Survey online, certain information may be collected automatically, including log usage data (e.g., when you click on

¹ The Electoral Commission may pass your information to -state sector organisations for research. State sector organisations can apply to the Commission for a list of people who are enrolled to vote. The organisation must require the list to conduct human health or scientific research. Each application is reviewed, case by case, by the Electoral Commission’s legal team to assess whether it meets the legislative criteria.

content) and information from your device and network, including your IP address, browser operating system and version, device identifier and features, access times, and referring website addresses.

Cookies (small text files placed on your device) and similar technologies (e.g., web beacons and pixel tags) may also be used to enable certain features and functionality and collect additional information. Cookies will be used to identify your browser or device, display information more effectively, provide you with tailored content, or gather statistical information about your use of the website. Such technologies may also be used for security purposes. If you do not want data to be collected from your device by cookies, most browsers allow you to decline the use of cookies. Please note, however, that some features of the website may not work properly if you decline the use of cookies. To learn more about cookies, please visit <http://allaboutcookies.org/>.

Use of your information

Sport NZ and Verian will use your information for the purpose for which it was collected or provided (as stated at the point of collection) or as otherwise obvious from the context of collection.

Sport NZ and Verian may also use your information to:

- administer and manage the Survey
- operate and manage the website for the online version of the Survey and customise or personalise your user experience and the content delivered to you when using the website
- operate and manage the IT and security systems of Sport NZ and Verian, including to monitor such systems and identify and respond to security events;
- communicate with you about the Survey, respond to your inquiries and requests, or update/validate the information held about you
- contact you with information about related surveys (upon your request)
- conduct research for quality assurance and product, service, and business development purposes; and
- respond to requests and communications from law enforcement authorities or other government officials.

Additionally, Sport NZ may use your information to understand more about physical activity by linking and sharing the Survey results with other data owned by Sport NZ and/or other entities.

Sport NZ and Verian will **not** use your personal information to advertise, promote, or sell third-party goods or services directly to you or members of your household.

Disclosures and transfers of your information

In connection with one or more of the purposes outlined above, Verian may share your information with:

- third-party service providers, including providers of the following services (among others): website or application hosting, management, or support; data analysis or processing; data backup; data security and storage; and other services (subject to binding contractual obligations of confidentiality and security)

- relevant third parties as part of a corporate transaction, such as a reorganisation, merger, sale, joint venture, assignment, transfer, or other disposition of all or any portion of our business, assets, or stock (including in connection with a bankruptcy or similar proceeding)
- competent governmental and public authorities, in each case to comply with legal or regulatory obligations or requests or for the purposes of reporting any actual or suspected breach of applicable law; and
- other third parties as Verian believes necessary or appropriate for legal purposes.

Additionally, Sport NZ may share your information with and combine your responses to Active NZ with responses from other surveys Sport NZ and/or third parties hold. Sport NZ will ensure that your information is not used by these third parties in a way that could identify you, including removing identifiers like your name or contact details after your survey responses have been combined with other information. The combined information will be used by authorised parties for research purposes only. Sport NZ only shares data with trusted third parties, including Statistics New Zealand who may combine the survey data with other routinely collected government data in the Integrated Data Infrastructure (IDI). For more information about the IDI please go to stats.govt.nz/idi. At the end of the survey, you will be asked whether you consent to sharing and/ or combining your responses.

Your choices and legal rights

You have choices about how your personal information is handled, and Sport NZ and Verian are committed to providing you with reasonable access to your personal information and the ability to review and limit the use of such information in accordance with applicable law.

In particular, subject to applicable law, you may have the right to:

- request confirmation that we are processing your personal information
- request access to or a copy of the personal information held about you
- request that your personal information be updated or corrected if your information is inaccurate or incomplete; and
- request the deletion of your personal information.

If you are interested in exercising one or more of the rights described above, please send an email to privacyofficer@sportnz.org.nz or activenz@veriangroup.com. Please note that proof of your identity may be required before Sport NZ or Verian can give effect to these rights.

Minors

Sport NZ and Verian understand the importance of protecting minors' privacy. Sport NZ and Verian will collect and use personal information about minors under the age of 14 only with the consent of their parents or legal guardians, and such consent may be withdrawn at any time. All information about both adults and children of every age will be handled in accordance with this Privacy Statement.

Information security

Sport NZ and Verian have organizational, technical, and administrative measures in

place that are designed to protect your information from loss, misuse, and unauthorized access, disclosure, alteration, and destruction. However, please be aware that the storage and transfer of information cannot always be one-hundred percent secure.

Information retention

Sport NZ will retain your information as long as necessary for the fulfilment of the purposes set out in this Privacy Statement unless applicable law or professional obligations requires a longer retention period. Verian would retain your information for as long as it is contracted to manage the survey for Sport NZ after which point, they would be deleted.

Updates to this Privacy Statement

Changes may be made to this Privacy Statement from time to time. When changes are made to this Privacy Statement, the “Effective Date” at the top of this page will be amended. The most current version of this Privacy Statement will always be available on this website. You are encouraged to review this Privacy Statement periodically to remain informed about how your information is being protected.

Contact details

If you have any questions or concerns about this Privacy Statement or the collection or use of your personal information, please send an email to privacyofficer@sportnz.org.nz or activenz@veriangroup.com. If your concern relates to how your personal information has been handled, the necessary action (if any) will be taken to resolve the complaint.

To learn more about Verian, please visit <https://www.veriangroup.com/>. Verian is bound by New Zealand’s market research industry code. You may obtain a copy of this code by contacting Verian or the New Zealand Research Association, who administers the code.

To learn more about Sport NZ, please visit www.sportnz.org.nz.