

Acelink International Limited – Privacy Policy

Acelink International Limited (“Acelink” or “We”) is committed to protecting the privacy of the personal information of individuals we deal with.

What does this policy cover?

We encourage you to read this Privacy Policy, so that you understand how we collect, safeguard, use and share your personal information.

The information we collect

We collect information relating to you that you provide to us (or to service providers or partners working on our behalf) by many different means. For example, you may provide us with personal information by filling in an application form, entering information into, or otherwise interacting with, our website, apps or other online platforms or services or through the way you transact with us. The information we collect may include:

- your name, address, telephone number, email address and job title
- demographic information, such as your age, gender and interests
- credit related information such as payment information and credit history
- security information, such as passwords and usernames for the ecommerce section of this website
- information about what goods you purchase, how much you spend with Acelink and
- on-line interaction information, such as how often you use our website, apps or other online platforms or services, what pages on our website were visited or service components used.

How we use your personal information

The information we collect from you may be used by us for Acelink business related purposes including:

- to communicate with you about your account and our relationship with you
- processing your orders and supplying you with goods
- administering your account, including dealing with your enquires, credit checks, billing and debt collection
- improving our range of products, services and promotions (including assessing trends and customer interests)
- business, product, market and service analysis

- business marketing, including contacting you about our products and services (unless you ask us in writing not to do so)
- ensuring compliance with any applicable trading or other terms and conditions
- to enable us, a service provider to us or a supplier or manufacturer of products we sell to respond to questions or concerns you have raised in connection with that service provider, supplier or manufacturer or their services or products
- to enable us or a supplier or manufacturer of products we sell to contact you in the event of a product recall or similar issue
- competitions, promotions and operating any loyalty or reward programme that you are involved in and
- any other Acelink business related purpose for which the information was disclosed to us.

Protecting your personal information

We will take reasonable steps to ensure the personal information we hold is stored in a secure environment and protected from unauthorised access, use, modification or disclosure. If you suspect any unauthorised access, use, modification or disclosure of your personal information held by Acelink, please let us know immediately.

If you have login access to the secure ecommerce portal section of this website, your account information is username and password protected. We recommend that you do not share your username and password with anyone.

Sharing of information

We may share your personal information with our service providers, suppliers and the manufacturers of products that we sell for the purposes set out under 'How we use your personal information' above. We will require them to use reasonable efforts to protect your personal information against unauthorised access, use, modification or disclosure.

We may share anonymised and/or aggregated information about our customers with selected suppliers, manufacturers, service providers and other partners.

We may disclose personal information about you to any third party (i) where we reasonably believe we are required to do so by law, regulation or legal process, (ii) when we, in good faith, believe disclosure is necessary to prevent physical, financial or other harm, injury or loss, (iii) in connection with any investigation of suspected unlawful activity or (iv) to assist in collecting debt owed by you.

We will not sell, trade or rent your personal information to third parties without first obtaining your consent. However, we do reserve the right to transfer personal information we have about you to a third party in the event we sell or transfer our business or assets

(or a substantial proportion) to that third party. If this was to occur, we will use reasonable efforts to require that third party to use the personal information you have provided to us in a manner that is consistent with this privacy policy.

Information gathered from our website, apps or other online platforms or services

When you browse, read or download information from, or otherwise interact with, the Acelink website any Acelink apps or other Acelink on-line platforms or services, our system (using browser cookies or other technology) may log these movements and collect this information.

Links

Acelink cannot provide any assurances or take any responsibility for the privacy practices of websites to which we provide links.

Accessing your personal information

You may ask to see any personal information we hold about you and we will provide it so long as we have such information and can readily retrieve it, subject to some exceptions at law. You may also ask us to correct any incorrect personal information we hold about you. In some cases, there may be a charge associated with providing you with copies of your personal information and we will advise you of these charges before providing you with the information.

Please contact Acelink in writing if you would like to know more about how you can access or update your personal information:

Acelink International Limited

P.O. Box 51810 Pakuranga, Auckland 2010

Attn: Information Systems Manager

Changes

We may change this privacy policy from time to time. Changes will be effective immediately upon posting of the updated version of this privacy policy on this website. This privacy policy was last updated in March 2024.