Privacy Policy - Rest Your Paws

Effective Date: 03 November 2025

1. INTRODUCTION

1.1. Rest Your Paws Pty Ltd NZBN: 9429053219497 trading as Rest Your Paws ("**we**", "**us**", "**our**") is committed to protecting your privacy and ensuring the security of your personal information. This Privacy Policy explains how we collect, use, process, store, share, and disclose your personal information in connection with our services - including in-home veterinary services, telehealth consultations, aftercare (including cremation services and university donation programs), and pet loss counselling - as well as via our website (www.restyourpaws.co.nz), related online interactions and our educational services provided to vet clinics/hospitals and their staff, including but not limited to, webinars, in clinic lunch & learns & meetings, resources and more (collectively, the "**Services**").

1.2. This Privacy Policy is designed to comply with the Information Privacy Principles (IPPs) under the Privacy Act 2020 (New Zealand) and should be read in conjunction with our Terms and Conditions.

1.3. By accessing our Website or using our Services, you consent to the collection, use, and disclosure of your personal information as described in this Privacy Policy.

2. DEFINITIONS

For the purposes of this Policy, the following definitions apply:

Personal Information	Information or an opinion about an identified or identifiable individual.
Sensitive Information	Information that requires special protection. For Rest Your Paws, the only health information collected relates solely to the pet, not to the client's own health or health information.
Service(s)	Means in-home veterinary services, telehealth consultations, aftercare (including cremation services and university donation programs), and pet loss counselling services,our educational services provided to vet clinics/hospitals and their staff, including but not limited to, webinars, in clinic lunch & learns & meetings, resources and more.

3.

Direct Marketing	Communications (e.g. e-newsletters, event information, and promotional materials) sent to individuals or business contacts who have provided consent.
Third Parties	External service providers and platforms with whom we share your personal information for the purpose of delivering our Services.

PERSONAL INFORMATION WE COLLECT

3.1. Information Provided Directly by You:
When you engage with our Services or interact with our Website, we may collect the following personal information:

(a) Personal Details:

- Full name (or names where multiple parties are involved)
- Email address
- Mobile telephone number
- Residential address, including specific instructions for access and parking
- Referring veterinary clinic details (if applicable)

(b) Pet Information:

- Pet's name, species, breed, sex, age, and weight
- Medical history and relevant behavioural details (including temperament, if provided) relating to your pet only

(c) Service and Appointment Information:

- Service type requested (e.g. palliative care, home euthanasia, aftercare etc.)
- Appointment date, time, and location
- Name of the allocated veterinarian (where applicable)

(d) Payment Information:

- Credit or debit card details (processed securely via our payment service provider)
- Bank account name and number (including branch/suffix) for invoicing and payment

3.2. Information Collected Automatically:
When you visit our Website, we may automatically collect technical and usage information such as:

(a) Browsing activity and pages visited

(b) Device and IP address information

(c) Browser type and operating system

(d) Other similar technical data

3.3. Marketing and Newsletter Data:

(a) For our business-to-business (B2B) marketing efforts, including newsletters and event notifications directed at veterinary clinics and industry professionals, we may collect and store your email address and other relevant contact details.

(b) Individuals (B2C) who use our Services for personal matters (e.g. end-of-life care) will not have their information used for marketing purposes unless they explicitly consent.

4. PURPOSE OF DATA COLLECTION

4.1. We collect and use your personal information for purposes that include, but are not limited to:

(a) **Service Provision:** To deliver, administer, and manage our Services (e.g. scheduling appointments, processing payments, and delivering in-home care).

(b) **Communication**: To respond to your enquiries, provide customer support, and send Service-related notifications.

(c) **Website Improvement and Analytics**: To monitor website performance, enhance user experience, and ensure the security of our Website.

(d) **Direct Marketing** (where consent has been provided): To send information regarding events, updates, and newsletters to business contacts (and, where applicable, to consenting individuals).

(e) **Legal, Administrative, and Security Purposes:** To comply with legal obligations, conduct audits, resolve disputes, and prevent fraud or other unauthorised activities.

4.2. The personal information we collect for Service provision will not be used for marketing purposes unless you have expressly provided your consent.

5. HOW WE COLLECT PERSONAL INFORMATION

5.1. Direct Interactions: When you contact us via email, telephone, post, or in person, or when you complete forms on our Website.

5.2. Automated Technologies: Through cookies and other tracking technologies as you interact with our Website.

5.3. Third Parties and Public Sources: We may receive information from third parties, such as veterinary clinics and business partners, or from public sources, to verify or supplement the information you provide.

5A. CALL RECORDING

5A.1 Recorded Calls: When you contact us by telephone, your call may be recorded. We record calls for the following purposes:

a) Quality assurance and staff training
b) Service improvement
c) Performance analysis, including assessment of digital marketing
d) Legal, regulatory, risk or reputation management

These recordings form part of your personal information.

5A.2 Where Recordings Are Stored: Call recordings and associated data are stored on secure servers located in Australia. Access to these recordings is restricted to authorised team members and contractors who require access for the purposes outlined above.

5A.3 Retention and Deletion of Call Recordings: Call recordings are retained for up to 12 months, unless a longer retention period is required for legal, regulatory, risk-management reasons or any of the reasons set out above. You may request that your calls are not recorded when you call our team (please prompt our team to disable recording whilst you are on the call) and you can also request for a call recording involving you be deleted at any time after the call (to do so, please contact us in writing at info@restyourpaws.co.nz).

6. DISCLOSURE OF PERSONAL INFORMATION

6.1. To Third-Party Service Providers: We may disclose your personal information to trusted third-party providers who assist us in operating our business, including but not limited to:

- Payment processors (e.g. platforms such as Stripe)
- Email marketing platforms (e.g. platforms such asMailChimp)
- Customer Relationship Management systems (e.g. platforms such as SugarCRM, HubSpot or Monday.com)
- Communication tools (e.g. platforms such as Dialpad or Aircall)
- Operational platforms (e.g. platforms such as Xero, Deputy, Notion, Loom or JotForm)

6.2. For Direct Marketing:

(a) For our B2B marketing communications, your information may be shared with platforms such as MailChimp, SugarCRM, WordPress, and GoTo to deliver newsletters, resources, event information and more.

(b) Such data is processed solely for marketing purposes and you may opt out at any time (see Section 18: Direct Marketing).

6.3. Legal and Regulatory Requirements:

We may disclose your personal information if required by law, regulation, or a valid legal process.

7. TRANSFER OF PERSONAL INFORMATION OVERSEAS

7.1. We utilise third-party platforms that may store or process your personal information in jurisdictions outside New Zealand. By way of example:

Platform	Function	Typical Server Locations

WordPress	Website hosting and content	Servers in the USA and various data centres globally
MailChimp	Email marketing	Primarily in the USA
GoTo	Webinar and communication tools	Servers in the USA, Germany, and Australia

7.2. **Safeguards:** We take reasonable steps to ensure that any overseas transfers are conducted in compliance with New Zealand privacy law and that appropriate security measures are in place. We comply with the NZ Privacy Act 2020 when transferring data overseas (see IPP 12).

8. DATA SECURITY

8.1. **Our Security Measures:** We rely on trusted third-party service providers to safeguard your personal information. In particular:

(a) Google Cloud (GSuite): Data stored via Google Cloud (including Gmail, Google Drive, and Calendar) is protected by industry-leading security measures including encryption in transit and at rest, strict access controls, and continuous threat monitoring.

(b) MailChimp**:** Implements robust security protocols, including encrypted data storage and secure access controls, to protect information used for email communications.

8.2. While we do not maintain our own security infrastructure, we require that our service providers adhere to recognised industry standards. However, no security system is entirely impervious, and we cannot guarantee absolute security.

9. DATA RETENTION

9.1. We will retain your personal information only for as long as necessary to fulfil the purposes for which it was collected, including for compliance with legal, regulatory, or reporting obligations.

9.2. Retention periods may vary based on the nature of the information and our ongoing relationship with you. For example:

(a) Client and Transaction Information: Retained for the duration of your engagement plus the legally required retention period (typically up to 7 years).

(b) Usage and Technical Data: Retained for analytical purposes for no longer than 2 years, unless a longer period is required.

10. YOUR RIGHTS AND HOW TO EXERCISE THEM

10.1. **Access and Correction:** You have the right to request access to the personal information we hold about you and to request corrections of any inaccuracies. To make such a request, please contact us using the details provided in Section 20: Contact Us.

10.2. **Withdrawal of Consent:** Where our processing is based on your consent, you may withdraw that consent at any time. Withdrawal will not affect the lawfulness of processing carried out prior to your withdrawal.

10.3. **Complaints:** If you believe we have interfered with your privacy rights, please refer to Section 15: Complaints for how to submit a complaint. You may also contact the Office of the Privacy Commissioner in New Zealand for further assistance.

10.4. **Direct Marketing Rights:** You have the right to opt out of receiving marketing communications from us (see Section 18: Direct Marketing).

11. WEBSITE AND ANALYTICS DATA COLLECTION

11.1. When you visit our Website, we automatically collect non-personal information, such as browsing activity, device information, and IP address, for the purposes of:

(a) Enhancing your user experience

(b) Monitoring website performance

(c) Improving the functionality and security of our Website

11.2. This technical data is used solely for analytical purposes and is not used to identify individual users.

12. COOKIES AND TRACKING TECHNOLOGIES

12.1. We use cookies and similar tracking technologies on our Website to collect technical and usage data. This information helps us:

(a) Enhance the performance and user experience of our Website

(b) Deliver targeted marketing communications (where applicable)

12.2. **Types of Cookies Used**

(a) **Essential Cookies:** Necessary for the proper functioning of our Website and cannot be disabled.

(b) **Performance Cookies:** Collect information on how visitors use our Website to help us improve its performance.

(c) **Functionality Cookies:** Enable our Website to remember your preferences and provide enhanced functionality.

(d) **Targeting Cookies:** May be set by us or third parties to build a profile of your interests and display relevant advertising.

12.3. You can adjust your browser settings to manage or block cookies; however, please note that some parts of our Website may not function properly if cookies are disabled.

13. CHILDREN'S PRIVACY

13.1. Our Website and Services are not directed towards children under the age of 18.

13.2. We do not knowingly collect personal information from children under 18. If we become aware that we have inadvertently collected such information, we will promptly take steps to delete it.

14. LINKS TO THIRD-PARTY WEBSITES

14.1. Our Website may contain links to external websites operated by third parties.

14.2. We do not control the privacy practices or content of these external sites and encourage you to review their privacy policies before providing any personal information.

15. COMPLAINTS

15.1. If you believe that we have breached your privacy rights or this Privacy Policy, please contact us using the details provided in Section 20: Contact Us.

15.2. We will endeavour to address your complaint promptly and in accordance with applicable laws.

15.3. If you remain dissatisfied with our response, you may lodge a complaint with the Office of the Privacy Commissioner (New Zealand) using the following details:

Mail: Office of the New Zealand Privacy Commissioner, PO Box 10 094, Wellington 6140

Telephone: 0800 803 909

Email: enquiries@privacy.org.nz

(d) **Website:** https://www.privacy.org.nz/

16. ANONYMITY AND PSEUDONYMITY

16.1. Where practicable, we provide you with the option of not identifying yourself or using a pseudonym when interacting with us.

16.2. However, certain interactions or Services may require that you provide personal information for identification or verification purposes.

17. GOVERNMENT IDENTIFIERS

We do not collect or use government identifiers (such as tax file numbers or Medicare numbers) as a means of identifying individuals in our records.

18. DIRECT MARKETING

18.1. Marketing Communications:

(a) We may use your personal information to send you marketing communications about our Services, events, or other information we believe may be of interest, primarily for our B2B audience (e.g. veterinary clinics and industry professionals).

(b) Individuals using our Services for personal matters will not be included in marketing communications unless they have provided explicit consent.

18.2. Opt-Out:

(a) You may opt out of receiving marketing communications at any time by using the standard unsubscribe link provided in such communications or by emailing **marketing@restyourpaws.com.au**.

(b) Opting out of marketing communications will not affect our ability to provide you with Service-related information.

19. CHANGES TO THIS PRIVACY POLICY

19.1. We reserve the right to update or modify this Privacy Policy from time to time to reflect changes in our practices or for operational, legal, or regulatory reasons.

19.2. Any material changes will be communicated by updating the "Effective Date" at the top of this Privacy Policy and, where appropriate, by notifying you directly.

19.3. We encourage you to review this Privacy Policy periodically to stay informed about our information practices and your privacy rights.

20. CONTACT US

20.1. If you have any questions, concerns, or requests regarding this Privacy Policy or our privacy practices, please contact us using the details below:

Email: info@restyourpaws.co.nz

Telephone: (09) 909 3128

Postal Address: Blue Rock NZ Limited, 4 Ash Street, Christchurch Central, Christchurch, 8011, New Zealand.

20.2. For direct marketing inquiries or to opt out of marketing communications, please contact:

Marketing: marketing@restyourpaws.com.au