



UPPER CLUTHA  
A&P SOCIETY  
SINCE 1933

## Upper Clutha A&P Society Privacy Policy

This Privacy Policy explains how the Upper Clutha A&P Society (“we”, “our” or “us”) collects, uses, stores, and shares your personal information when you:

- Become a member, tradesperson, or competitor with us
- Purchase a ticket to the Wānaka A&P Show
- Visit, use, or make a purchase from our website: [www.wanakashow.co.nz](http://www.wanakashow.co.nz)

### 1. Information We Collect

#### 1.1 Information You Provide Directly

We may collect the following information when you engage with us:

- Name
- Age and gender
- Contact details (address, phone, email)
- Billing and payment information
- Location details
- Information provided when registering, entering competitions, or applying as a member, tradesperson, or competitor

#### 1.2 Information Collected Automatically

When you visit our website, we may collect information about your device, including:

- Web browser, IP address, and time zone
- Pages or products viewed, referring websites, search terms used, and site interactions

This information (Device Information) is collected using technologies such as:

- Cookies
- Log files
- Web beacons, tags, and pixels

### **1.3 Information from Third Parties**

We may also collect information provided by:

- Ticketing agents and service providers
- Sponsors, exhibitors, or partners where relevant

## **2. How We Use Your Information**

We use your personal information to:

- Verify your identity
- Communicate with you
- Process applications, registrations, and purchases
- Provide and improve our services, products, and events
- Send information and promotional material about our activities
- Comply with legal obligations (for example, health and safety requirements)

Device Information is used to:

- Improve and optimise our website
- Screen for potential risk or fraud
- Analyse the effectiveness of our marketing campaigns

Order Information is used to:

- Fulfil ticketing, purchases, and membership requests
- Process payments and arrange delivery
- Provide invoices and confirmations

If you choose not to provide certain personal information, we may be unable to process your registration, provide services, or grant access to our events.

## **3. Sharing of Information**

We may share your personal information with third parties that support our operations, including:

- Ticketing and payment platforms
- Email marketing services

- IT, software, and data storage providers
- Analytics providers such as Google Analytics

We may also share your information:

- With sponsors and partners where relevant to your involvement
- If required by law, or for health, safety, or security reasons
- With your explicit consent

We do not sell your personal information.

#### **4. Storage and Protection of Information**

- Personal data is stored securely in password-protected systems
- Access is limited to authorised staff and contractors
- Data is retained only as long as necessary for operational, legal, or regulatory purposes
- Reasonable precautions are taken to protect against misuse, loss, unauthorised access, modification, or disclosure

#### **5. Photography and Media**

By attending the Wānaka A&P Show, you acknowledge that photography, video, and audio recording may occur. These may be used for:

- Event promotion on social media, websites, printed material, and news media

If you do not wish to be photographed or filmed, please notify a staff member during the event.

#### **6. Your Rights**

You have the right to:

- Request copies of the personal information we hold about you
- Request correction or deletion of your information
- Withdraw consent for marketing or communications

To exercise these rights, please contact us at:

marketing@wanakaap.co.nz or gm@wanakaap.co.nz



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## **7. Changes to this Policy**

We may update this Privacy Policy from time to time. The most recent version will always be available on our website or by request.

## **8. Contact Us**

If you have any questions or concerns about this Privacy Policy, please contact:

General Manager  
Upper Clutha A&P Society  
[gm@wanakaap.co.nz](mailto:gm@wanakaap.co.nz)