



Privacy Policy

August 2018

Privacy policy

INTRODUCTION

Airway Simulation Limited (**we, us, our**) complies with the New Zealand Privacy Act 1993 (the **NZ Privacy Act**) and other applicable privacy and data protection laws when dealing with personal information. Personal information is information about an identifiable individual (a natural person).

This policy sets out how we will collect, use, disclose and protect your personal information when you access and use our websites www.orsim.co.nz and/or www.orsim.com, purchase products or services from us or have other dealings with us.

If you are based in the European Union and use our website, purchase products or services from us or have other dealings with us, the additional terms in the addendum to this privacy policy (**GDPR Addendum**) apply to you.

This policy does not limit or exclude any of your rights under the NZ Privacy Act and other applicable laws. If you wish to seek further information on the NZ Privacy Act, see www.privacy.org.nz.

CHANGES TO THIS POLICY

We may change this policy by uploading a revised policy onto the website. The change will apply from the date that we upload the revised policy.

This policy was last updated on 27 August 2018.

WHO DO WE COLLECT YOUR PERSONAL INFORMATION FROM?

We collect personal information about you from:

- ▲ you, when you provide that personal information to us, including via the website and any related service, through any subscription process, through any contact with us (e.g. telephone call or email), through visiting our booth at a trade show and giving us your email address or allowing us to scan your bar code or when you buy or use our services and products
- ▲ third parties where you have authorised this e.g. www.linkedin.com or the information is publicly available e.g. <https://www.researchgate.net>

If possible, we will collect personal information from you directly.

When you visit or use our website, we may collect information about you:

- ▲ by recording clickstream data, which is information that is recorded when you click anywhere on a webpage and is used for the purposes of collecting, analysing and reporting data about how you use our website and related services; and

- ▲ through the use of cookies, web beacons, XMLHttpRequest objects and similar storage technologies. Please refer to the Cookie section of the GDPR Addendum for further information, including information on how you can disable these technologies.

WHAT PERSONAL INFORMATION DO WE COLLECT?

When you visit the website, purchase products or services from us or have other dealings with us, we may collect the following information:

- ▲ your name, email address, place of work, work address and any other contact information you provide to us, when you are purchasing products or services from us or when you ask to receive information about us or our products or services, including opting in to receiving our emails and newsletter
- ▲ any information contained in your correspondence with us, for example, when you send us an email, submit a general enquiry through the website or meet with us
- ▲ information contained in your survey responses, if you participate in customer feedback surveys
- ▲ your purchase history and other information relating to transactions made if you purchase products or services from us
- ▲ as noted above, clickstream data, including your IP address, geographical location, browser type, etc.

HOW WE USE YOUR PERSONAL INFORMATION

We may use your personal information:

- ▲ to verify your identity
- ▲ to provide the website
- ▲ to provide our products and services to you
- ▲ to tailor content to you
- ▲ to market our products and services to you, including by contacting you electronically (e.g. by email for this purpose). You can stop receiving our marketing emails by following the unsubscribe instructions included in those emails.
- ▲ to improve the products and services that we provide to you, for example, your comments or requests about our products
- ▲ to invoice you and to collect money that you owe us
- ▲ to respond to communications from you, including enquiries and complaints
- ▲ to conduct research and statistical analysis (on an anonymised basis), using your clickstream data
- ▲ to protect and/or enforce our legal rights and interests, including defending any claim
- ▲ for any other purpose authorised by you, the NZ Privacy Act or other applicable law
- ▲ to respond to lawful requests by public authorities, including to meet law enforcement requirements

We may transfer your information in the case of a sale, merger, consolidation, liquidation, reorganisation or acquisition, in compliance with the NZ Privacy Act and other applicable data protection laws.

DISCLOSING YOUR PERSONAL INFORMATION

We may disclose your personal information to:

- ▲ another company acting as our agent or distributor in your region, who may process it, including, but not limited to: Anel GmbH; Cardiac Services; Carl Reiner GmbH; GM Medical; Medaphor Group plc; MEDICAL SIMULATOR PROJECTS; SEEMSREAL; Skills Med Deutschland GmbH.
- ▲ other third parties (for anonymised statistical information)
- ▲ a person who can require us to supply your personal information (e.g. a regulatory authority)
- ▲ any other person authorised by the NZ Privacy Act or other applicable law (e.g. a law enforcement agency)
- ▲ professional advisers e.g. accountants, lawyers, auditors
- ▲ any other person authorised by you.
- ▲ any other company in the case of a sale, merger, consolidation, liquidation, reorganisation or acquisition.

We share information about your use of the website with our trusted analytics partners through the use of cookies, web beacons and similar storage technologies. Please refer to the COOKIES section of the GDPR Addendum / this policy for further information.

TRANSFERS OF PERSONAL INFORMATION

A business that supports our services and products may be located outside New Zealand. This may mean your personal information is held and processed outside New Zealand. Please see the Addendum for further information about personal data transfers from the European Economic Area.

PROTECTING YOUR PERSONAL INFORMATION

We will take reasonable steps to keep your personal information safe from loss, unauthorised activity, or other misuse. We implement appropriate technical and organisational measures to ensure a level of security appropriate to risks inherent in processing personal information.

ACCESSING AND CORRECTING YOUR PERSONAL INFORMATION

Subject to certain grounds for refusal set out in the NZ Privacy Act or other applicable law, you have the right to access your readily retrievable personal information that we hold and to request a correction to your personal information. Before you exercise this right, we will need evidence to confirm that you are the individual to whom the personal information relates.

In respect of a request for correction, if we think the correction is reasonable and we are reasonably able to change the personal information, we will make the correction. If we do not make the

correction, we will take reasonable steps to note on the personal information that you requested the correction.

If you want to exercise either of the above rights, email us at info@orsim.co.nz. Your email should provide evidence of who you are and set out the details of your request (e.g. the personal information, or the correction, that you are requesting).

INTERNET USE

While we take reasonable steps to maintain secure internet connections, if you provide us with personal information over the internet, the provision of that information is at your own risk.

If you follow a link on our website to another site, the owner of that site will have its own privacy policy relating to your personal information. We suggest you review that site's privacy policy before you provide personal information.

CONTACT US

If you have any questions about this privacy policy, our privacy practices, or if you would like to request access to, or correction of, your personal information, you can contact us here:

Margot Baker
21a Ranui Road
Remuera
Auckland 1050
New Zealand

info@orsim.co.nz

GDPR addendum

If you are based in the European Union (**EU**) and use our website, purchase products or services from us or have other dealings with us, these additional terms (**GDPR Addendum**) form part of our privacy policy.

The General Data Protection Regulation (**GDPR**) regulates the collection, processing and transfer of EU individuals' personal data (as defined in the GDPR). The personal information described in our privacy policy is personal data under the GDPR. We are committed to complying with the GDPR when dealing with personal data of our website visitors and anyone based in the EU who purchases products or services from us or has other dealings with us.

For the purposes of the GDPR, we are the data controller (as defined in the GDPR) when processing personal data collected by us through the website, when purchasing products or services from us or in any other dealings with us.

This GDPR Addendum was drafted with brevity and clarity in mind. It does not provide exhaustive detail of all aspects of our collection and use of personal data. However, we are happy to provide any additional information or explanation needed. Any requests for further information should be sent to info@orsim.co.nz.

PROCESSING PERSONAL DATA

The personal data we may process consists of the personal information described in our privacy policy. This personal data may be processed for the purposes outlined in our privacy policy.

The legal basis for our processing of your name, contact details, correspondence and payment information when you are purchasing products or services from us is that processing is necessary for the performance of a contract to which you are a party.

The legal basis for our processing of your name, contact details, correspondence / enquiry information and survey responses when you make website enquiries, contact us by email, meet us at trade shows, or respond to a survey is that processing is necessary for the purposes of our legitimate interests (except where such interests are overridden by your fundamental rights and freedoms which require protection of personal data).

The legal basis of our disclosure of your personal information to another company acting as our agent or distributor in your region, who may process it, is that disclosure is necessary for the purposes of our legitimate interests (except where such interests are overridden by your fundamental rights and freedoms which require protection of personal data).

Despite the above, we may process any of your personal data where such processing is necessary for compliance with applicable laws.

You do not have to provide us with your name and email address to access and use the website. However, you must provide us with your name and email address when using some of our services

such as making an email enquiry from the website and you must provide us with your name, contact details and payment details when purchasing products or services from us. The consequence of not providing your name, contact details and payment information is that we may not be able to provide our products or services to you.

YOUR RIGHTS

Your rights in relation to your personal data under the GDPR include:

- ▲ **right of access** - if you ask us, we will confirm whether we are processing your personal data and provide you with a copy of that personal data.
- ▲ **right to rectification** - if the personal data we hold about you is inaccurate or incomplete, you have the right to have it rectified or completed. We will take every reasonable step to ensure personal data which is inaccurate is rectified. If we have shared your personal data with any third parties, we will tell them about the rectification where possible.
- ▲ **right to erasure** - we delete your personal data when it is no longer needed for the purposes for which you provided it. You may request that we delete your personal data and we will do so if deletion does not contravene any applicable laws. If we have shared your personal data with any third parties, we will take reasonable steps to inform those third parties to delete such personal data.
- ▲ **right to withdraw consent** - if the basis of our processing of your personal data is consent, you can withdraw that consent at any time.
- ▲ **right to restrict processing** - you may request that we restrict or block the processing of your personal data in certain circumstances. If we have shared your personal data with third parties, we will tell them about this request where possible.
- ▲ **right to object to processing** - you may request that we stop processing your personal data at any time and we will do so to the extent required by the GDPR.
- ▲ **rights related to autonomous decision making, including profiling** – you have a right to not be subject to a decision based solely on automated processing including profiling, which produces legal effects concerning you or similarly significantly affects you, except where such automated decision making is necessary for entering into, or the performance of, a contract with you, is authorised by applicable laws or is based on your explicit consent.
- ▲ **right to data portability** - you may obtain your personal data from us that you have consented to give us or that is necessary to perform a contract with you. We will provide this personal data in a commonly used, machine-readable and interoperable format to enable data portability to another data controller. Where technically feasible, and at your request, we will transmit your personal data directly to another data controller.
- ▲ **the right to complain to a supervisory authority** - you can report any concerns you have about our privacy practices to the relevant data protection supervisory authority.

Where personal data is processed for the purposes of direct marketing, you have the right to object to such processing, including profiling related to direct marketing.

If you would like to exercise any of your above rights, please contact us at info@orsim.co.nz. If you are not satisfied by the way your query is dealt with by us, you may refer your query to your local data protection supervisory authority e.g. in the United Kingdom, this is the Information Commissioner's Office.

CHILDREN

We do not intend to collect personal data from children aged under 16. If you have reason to believe that a child under the age of 16 has provided personal data to us through our website and/or by using our services, please contact our data protection officer.

COOKIES

We use cookies (an alphanumeric identifier that we transfer to your computer's hard drive so that we can recognise your browser) to monitor your use of the website and email interaction with us. We use cookies as follows:

- using Mail Chimp, we automatically place web beacons in every email sent for an email campaign to recognize when subscribers have opened an email or clicked certain links. These technologies record your email address, IP address, date, and time associated with each open and click for a campaign. We use this data to monitor the effectiveness of an email campaign. You can exercise preferences about cookies by visiting MailChimp's cookie settings preference centre, available under "How Can I Control Cookies? Privacy Settings" here: <https://mailchimp.com/legal/cookies/>. You can also exercise your Website cookie preferences by visiting the TRUSTe preference center by clicking this link: <http://preferences-mgr.truste.com/>.
- we use Google Analytics with anonymized IP to analyse use of our website and enhance the performance of the website. Google Analytics, uses XMLHttpRequest objects which are permanent cookies and holds the data for 26 weeks. Information about Google's cookies is available from: <https://www.google.com.au/policies/technologies/types/> Google's privacy policy relating to its cookies is available at <https://www.google.com/policies/privacy/partners/> You may refuse the use of cookies by selecting the appropriate settings on your browser. You can also prevent the data generated by the cookie and relating to your use of the website (incl. your IP address) from being collected and processed by Google by downloading and installing the browser plug-in that is available at <https://tools.google.com/dlpage/gaoptout>

If you disable or refuse cookies, please note that some parts of the website may become inaccessible or not function properly. For more information about how to change your browser cookie settings go to <http://www.aboutcookies.org.uk>. If you wish to know more about the cookies we use, please contact us at info@orsim.co.nz.

INTERNATIONAL TRANSFER OF DATA

The personal data we collect through our website and/or the provision of services may be transferred to, and stored in, a country operating outside the European Economic Area (**EEA**). Under the GDPR, the transfer of personal data to a country outside the EEA may take place where the European Commission has decided that the country ensures an adequate level of protection. In the absence of an adequacy decision, we may transfer personal data provided appropriate safeguards are in place.

Most of the personal data we collect is processed in New Zealand (where our operations are located). New Zealand is recognised by the European Commission as a country that ensures an adequate level of data protection and we rely on this decision in transferring personal data to New Zealand.

Some of the personal data we collect is processed by third party data processors in other countries, including the United States. Where personal data is transferred outside the EEA or New Zealand, it will only be transferred to organisations within a country that have been identified as providing adequate protection for EEA data (e.g. organisations in the United States under the EU-U.S. Privacy Shield framework). For further information, please contact us using the details set out in our privacy policy.

DATA RETENTION POLICY

Personal data that we collect and process will not be kept longer than necessary for the purposes for which it is collected, or for the duration required for compliance with applicable law, whichever is longer.

CONTACTING US

You can contact us as set out in our privacy policy.

Airway Simulation Limited is the controller and responsible for your personal data. If you have any questions about this privacy policy, including any requests to exercise your rights, please contact:

Margot Baker

info@orsim.co.nz or margot@orsim.co.nz

Postal address: 21a Ranui Road, Remuera, Auckland, 1050, New Zealand