

# Data and Privacy

---

## Privacy Policy

ĀATHPB respects the privacy of persons and complies with the New Zealand Privacy Act 2020 (the Privacy Act). All personal information collected by ĀATHPB will be managed in accordance with the requirements of the Privacy Act and Health Information Privacy Code 2020.

## Information we collect

**Exclusion of personal information:** This process does not collect any personal information. Personal details such as your name, contact details, email address or any other identifying information are not captured unless you voluntarily provide your details.

## Information we collect from verbal interviews and written surveys

We also collect data through verbal interviews and written surveys during in-person interactions or through our website. These methods are designed to gather feedback and insights without collecting personal information.

**Verbal interviews:** Conducted to gather feedback and insights, no identifiable information is asked for or recorded during these interviews. All responses are anonymised, and any identifying information mentioned inadvertently will not be recorded or used.

**Online surveys:** Designed to gather specific feedback without requesting identifiable information. No identifiable information such as names, contact details, or other will be collected through these surveys unless you voluntarily provide them.

**Data/your insights:** We may use transcription applications or software to help us transcribe and understand any audio and video recordings. This helps with our analysis and to confirm our understanding of captured kōrero. This data will only be used for the purposes you originally consented to.


## If you share your personal information with us:

If you choose to voluntarily provide us with personal information– we may use that information to:

- Advocate for improvements in health care services for Māori
- Follow up with you about your feedback, if requested.
- Respond to your messages or requests.
- Fulfil any other purposes for which you have given permission.

We may only disclose the information you give us with group companies, service providers and other organisations if your inquiry asks us to directly do that or as otherwise required by law.

## If you provide us with personal information about another person:



If you provide us with personal information about another person (for example, on behalf of your whānau), it is your responsibility to ensure you have their consent. You must also provide them with access to this Privacy Policy, make that person aware that you have given their personal information to us and clarify how we intend to use it.

### **If we collect your personal information from a third party**

We generally collect personal information directly from you. Nevertheless, we may collect your personal information from a third party (for example, one of your whānau members) if you authorise us to do so or where we are required or permitted to do so by applicable law.

## **Use of your personal information**

### **How we use your information**

We may use your personal information for the purpose(s) for which such information is collected and as authorised by the Privacy Act. For example, we may access, use and disclose your personal information for the following purposes:


- **To manage our relationship with you:** Including providing you with information on the services that you have enquired about.
- **For the general operation of our IMPB:** Including to comply with our legal obligations and for safe record keeping practices.
- **To send you information:** Including information about our events and services that we think may be of interest to you (unless you have opted out of receiving such communications).

### **What we will not do with your information**

- **Sell or rent your contact information:** We will not sell or rent your contact information to any third parties.
- **Non-commercial data collection:** We do not collect information for commercial marketing purposes.
- **No individual profiling:** We do not create individual profiles based on the information you provide or give it to any private organisations.
- **Specific use of information:** We will use your personal information solely for the purpose(s) for which it was collected. We ensure, to the extent reasonably possible, that any personal information will not be used for any other purposes without your consent.

## **Access to and correction of your information**

Under the Privacy Act, you are entitled to ask for access to the personal information we hold about you and request corrections to its accuracy.



You may request that we delete any personal information we hold about you. However please note that certain data may not be retractable and/or may need to be retained for administrative, legal or security reasons.

If you have any queries or concerns about our Privacy Policy or the use of your personal information. Please contact us.

## Contact Us

If you have any queries or concerns about our privacy statement or the use of your personal information. Please contact us.

### Contact Us

**Āti Awa Toa Hauora Partnership Board**

W: 04 555 0300 PT: [www.atiawatoaimpb.nz](http://www.atiawatoaimpb.nz)

*This Privacy Policy was last updated on 19<sup>th</sup> March 2025*