

# Privacy Notice

Last updated: 04 September 2025

Section	Short Information	Detailed Information
<b>Who is Makeshapes?</b>	Makeshapes is a New Zealand based company.	Makeshapes head office is in New Zealand. <ul style="list-style-type: none"><li>– 18 Riro Street Point Chevalier Auckland, 1022 New Zealand</li><li>– NZ Company Number: 8089716.</li><li>– Email: <a href="mailto:privacy@makeshapes.com">privacy@makeshapes.com</a></li></ul>
<b>What is the role of Makeshapes?</b>	<p>In legal terms, Makeshapes is a controller for information collected as part of our sales and marketing activities, including for participants in experiences, demos, or trials run directly by Makeshapes.</p> <p>Makeshapes is a processor for information collected as part of an experience where our Customer has arranged for their personnel to participate.</p>	<p>In legal terms, Makeshapes acts as a data controller when we determine the means and purposes of processing. This is the case for our sales and marketing activities, and for any experiences, demos, or trials that are run directly by Makeshapes for our own business purposes. This privacy notice applies to these situations.</p> <p>Makeshapes acts as a data processor when we process personal data on behalf of our customers. This is the case for experiences where a Customer has arranged for their personnel to participate using our platform. In this situation, this privacy notice does not apply, and the respective customer's privacy notice should be referred to. Our role as a processor is governed by our <a href="#">Data Processing Agreement (DPA)</a>.</p>
<b>What personal information do we collect?</b>	<p>When you engage with Makeshapes, we will collect your name and email address.</p> <p>When you participate in an experience provided by Makeshapes, we will also collect any information you</p>	<p>As part of our services to you, we will collect your personal information. The following provides details of what personal information is collected per service:</p> <ul style="list-style-type: none"><li>– <a href="#">Engaging with Makeshapes</a> When you engage with our marketing materials or contact our teams, we may collect basic contact information (name and email address). This includes activities such as subscribing to our newsletter, requesting information, or contacting our team.</li></ul>

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	<p>choose to provide as part of that experience.</p> <p>When you purchase our services, we will ask you to provide basic contact and billing information. When you discuss potentially purchasing our services, we may record our meetings with you.</p>	<p>When you purchase our services, we will ask you to provide basic contact and billing information.</p> <ul style="list-style-type: none"><li>- <u>Participating in a Makeshapes-Run Experience</u> When you participate in a demo, trial, or other experience run by a Makeshapes team member or provided by a Makeshapes team member, we will collect your name and email address to provide you with access.</li><li>- We may also collect any content or responses you submit during the experience. This may include your opinions, feedback, or other information you choose to share.</li><li>- <u>Tracking Information</u> We may collect statistical information about your visit to our website and how you use Makeshapes to help us improve it and track trends in usage.</li><li>- <u>Contacting us via Social Media</u> When you contact us via social media we collect information about your social media 'handle' used and the contents of your posting.</li><li>- <u>Emailing us</u> When you email us, we will collect your email address and any contact information provided. We will also collect the contents of your email.</li><li>- <u>Meeting us</u> When you meet with us, we may record our meeting.</li></ul>																				
<p>How do we use tracking technologies (including cookies)?</p>	<p>We use cookies and other similar tracking technologies for a variety of purposes.</p> <p>We do require a small number of our own tracking technologies to enable your use of Makeshapes. We do not track you over time or track you on other websites.</p>	<p>A cookie, or similar tracking technology, is a piece of code that creates a file on your computer to track the pages that you view on our website. You may turn off cookies at any time, however this may impact your experience. Most browsers have a feature that allows the user to refuse cookies, or issues a warning when cookies are being sent. Turning off cookies may affect your ability to use websites.</p> <p>For Marketing website visitors, you can review or change your cookie preferences for our website at any time by clicking the "Cookie preferences" link in the footer of the page.</p> <p>Makeshapes requires a small number of our own tracking technologies to enable your use of Makeshapes. We do not track you over time or track you on other websites.</p> <p>The table below sets out the main tracking technologies that we use and what we use them for:</p> <table><tr><th>Type of Technology</th><th>Name</th><th>Applies to</th><th>Expires after</th><th>Purpose</th></tr><tr><td>Strictly necessary cookies</td><td>Makeshapes</td><td>All Visitors</td><td>Up to 1 year</td><td>To store your consent preferences.</td></tr><tr><td>Functional cookies</td><td>Intercom</td><td>Visitors to Marketing Website</td><td>Up to 9 months</td><td>To enable our customer support chat functionality (loads after consent).</td></tr><tr><td>Functional cookies</td><td>Vimeo</td><td>All Visitors</td><td>Up to 2 years</td><td>To enable video content to be played on our website.</td></tr></table>	Type of Technology	Name	Applies to	Expires after	Purpose	Strictly necessary cookies	Makeshapes	All Visitors	Up to 1 year	To store your consent preferences.	Functional cookies	Intercom	Visitors to Marketing Website	Up to 9 months	To enable our customer support chat functionality (loads after consent).	Functional cookies	Vimeo	All Visitors	Up to 2 years	To enable video content to be played on our website.
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<b>Why do we collect your personal information?</b>	<p>We collect personal information from you to enable us to provide the requested services to you.</p> <p>We do not collect personal information for use by others.</p>	<p>We collect personal information for some or all of the following reasons:</p> <ul style="list-style-type: none"><li>– To enable us to provide the services you have purchased.</li><li>– To provide you with a demonstration of our services.</li><li>– To provide you with content we created.</li><li>– To support capacity planning.</li><li>– To comply with our legal obligations (e.g. tax obligations).</li><li>– To provide information to you about our services.</li><li>– To enable us to identify breaches of our terms and conditions.</li><li>– To answer your query.</li><li>– To identify areas of improvement of our services.</li></ul>																																			
<b>What legal basis do we have for processing your personal information?</b>	<p>We process your personal information based on our Terms of Service to provide you with services or with your consent.</p>	<p>We process your personal information because you have given us permission and we need to process the information to provide the services you have requested and/or to fulfil our Terms of Service with you.</p> <p>You may withdraw your consent at any time by contacting us.</p> <p>We may also process your personal information to comply with the law (e.g. our tax obligations).</p>																																			

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<b>How do we secure your information?</b>	<p>We hold your personal information in a controlled and secure environment.</p> <p>Your information is protected from unauthorised access, use and disclosure.</p>	<p>We use appropriate technical, organizational and administrative security measures to seek to protect any information we hold from loss, misuse, and unauthorised access, disclosure, alteration and destruction.</p> <p>You must prevent unauthorised access to your account, where applicable, by selecting and protecting your password appropriately and limiting access to your computer or device and browser by signing off after you have finished accessing your account.</p>										
<b>Do we use automated decision making or profiling?</b>	<p>We do not use automated decision making or profiling.</p>	<p>N/A</p>										
<b>How long do we keep your information?</b>	<p>We only keep your personal information for as long as it is required.</p>	<p>We will keep your personal information:</p> <ul style="list-style-type: none"><li>– Until we no longer have a valid reason for keeping it</li><li>– Until you request us to stop using it.</li><li>– For as long as required by law (e.g we keep invoice information for 7 years to fulfil our tax obligations.)</li></ul> <p>We may keep just enough of your personal information to ensure that we comply with your requests not use your personal information or comply with your right to deletion.</p>										
<b>Where do we hold your information?</b>	<p>We hold most of your information in Australia</p> <p>We do hold some of your information in other locations.</p>	<p>We hold your personal information mainly in Australia. However some of your information may be held elsewhere in the world.</p> <p>Wherever your information is held we ensure your rights are protected. We do this by:</p> <ul style="list-style-type: none"><li>– Holding information in Europe and countries with an adequate decision (note New Zealand is one of these).</li><li>– Ensuring we have suitable legal contracts.</li></ul>										
<b>What are your rights?</b>	<p>You have the following rights in relation to your personal information:</p> <ul style="list-style-type: none"><li>– The right to be informed</li><li>– The right to access</li><li>– The right to correction</li><li>– The right to deletion</li></ul>	<table><tr><th>Right</th><th>How we Protect Your Right</th></tr><tr><td>The right to be informed</td><td>We have published this Privacy Notice to keep you informed as to what we do with your personal information. We strive to be transparent about how we use your personal information.</td></tr><tr><td>The right to access</td><td>You have the right to access your information. Please <a href="#">email us</a> if you wish to access the personal information we hold about you.</td></tr><tr><td>The right to correction</td><td>If the information we hold about you is inaccurate or not complete, you have the right to ask us to rectify it. You can correct your information either within your account, if applicable, or by <a href="#">emailing us</a>.</td></tr><tr><td>The right to deletion</td><td>This is sometimes called ‘the right to be forgotten’. If you want us to delete all your personal information please <a href="#">email us</a>.</td></tr></table>	Right	How we Protect Your Right	The right to be informed	We have published this Privacy Notice to keep you informed as to what we do with your personal information. We strive to be transparent about how we use your personal information.	The right to access	You have the right to access your information. Please <a href="#">email us</a> if you wish to access the personal information we hold about you.	The right to correction	If the information we hold about you is inaccurate or not complete, you have the right to ask us to rectify it. You can correct your information either within your account, if applicable, or by <a href="#">emailing us</a> .	The right to deletion	This is sometimes called ‘the right to be forgotten’. If you want us to delete all your personal information please <a href="#">email us</a> .
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<b>How do I lodge a complaint?</b>	<p>You can make a complaint direct to our Privacy Officer.</p> <p>You can also make a complaint to the New Zealand Privacy Commissioner.</p> <p>If you are a British or European resident, you can make a complaint to your Supervisory Authority</p>	<p>You can complain by <a href="#">emailing us</a>.</p> <p>You also have the right to make a complaint to the New Zealand Office of the Privacy Commissioner. Information about how to lodge a complaint is available on their <a href="#">website</a>.</p> <p>If you are a British or European resident, you also have the right to make a complaint to the relevant Supervisory Authority.</p>										
<b>Will you change this privacy notice?</b>	<p>We may change this notice from time to time.</p>	<p>We may change this notice from time to time in the future. Any such changes will be posted here and, where appropriate, notified to you in writing. We advise you to check back frequently to see any updates or changes, or subscribe to updates <a href="#">here</a>.</p>										