

## INTRODUCTION AND PRIVACY ACT 2020 ("THE ACT")

Powershop is committed to protecting your personal information, and ensuring that we deal with your personal information in accordance with the Privacy Act 2020 ("Act"). In this Privacy Policy, "Powershop", "we" or "us" means Meridian Energy Limited trading as Powershop. If we hold personal information about you, we comply with the Act. This Privacy Policy sets out how and why we collect, store, use, and disclose your personal information. By contacting Powershop, accessing our websites, social media pages, and/or using the services provided by Powershop, you consent to Powershop dealing with your personal information in accordance with this Privacy Policy. Further information about privacy and your rights under the Act can be found at [www.privacy.org.nz](http://www.privacy.org.nz).

## INFORMATION WE COLLECT

### As a Powershop Customer

When you sign up to become, and while you are a Powershop customer, we will collect and hold information about you and your property in order to be your electricity supplier, and for related purposes. We may collect, without limitation, your name, date of birth, address, contact details, and electricity consumption data. Where applicable, we may also collect personal information from you in relation to assisting us with carrying out our responsibilities under the [Electricity Authority's Guideline on Arrangements to Assist Vulnerable Consumers](#) and the [Guideline on Arrangements to Assist Medically Dependent Consumers](#). If you choose not to provide us with the information we request, then we may not be able to provide you with access to certain information or services.

Powershop may collect information directly from you (including through our agents such as telemarketers), from our websites, social media channels, and from third parties who are involved in your electricity supply (such as your lines company, meter equipment owners and meter readers). We may collect information in a variety of ways e.g. through promotions, surveys, recordings of customer calls (both inbound and outbound), sales calls, emails, live chats, posts on our blog, filling out the 'contact us' forms on our websites, posts on our social media sites, or feedback given via our mobile apps. We may also ask your old retailer, and you authorise us to ask on your behalf, for your consumption data so we can display this information to you and use it to be more accurate in our estimates and pricing.

### Meter Data

We receive information about your electricity use from your meter via the meter equipment provider, or meter readers, through a secure method. This includes the installation control point (ICP) identifier(s), the meter serial number(s) and meter reads. With smart meters, we receive this information more frequently (usually daily, a day in arrears) and in respect of each half hour. We then match that information with the ICP(s) we hold for your customer account in order to bill you and to use for the other purposes shown below under 'Use of your information'. We have no visibility over what the electricity is being used for, or who is using it.

### Whether or not you are a Powershop Customer

If you visit our websites, social media sites, or use our mobile app, we and third parties may use cookies and other online tracking technologies to collect information about you from your browser history on your device. We set out more information below and in our [Cookie Policy](#).

### Through Our Mobile Applications

If you download and use our mobile app, we collect information about you and your use of the functionality (services) it provides (such as the ability to update meter readings, view invoices and transactions, purchase Powerpacks, pay energy bills, view your energy usage, and contact Powershop). This is to help us understand how you are using the services, to track and administer them, diagnose problems, and for the other purposes set out under 'Use of your information' below.

The information we collect about your mobile device includes the model and brand, the operating system version, the screen resolution, the date and time on it, video graphics card and memory available, the internet protocol address, and the email address you send any crash reports from. If you are a Powershop customer, we also collect your customer and consumer numbers and Powershop account customer name. We will enable the information collected in your online Powershop account to be accessed via the mobile app. We use Google Analytics tools in our mobile app (see below for more information about Google Analytics and the information it collects).

## When You Visit Our Websites

When you visit our websites, we collect information to help us understand how our websites are working and how we could improve them and/or our services. We use this information to analyse trends, better configure our service and messages, track the performance of referring websites, administer our websites and monitor your interactions with our websites.

To collect this information about our websites and mobile app and help us analyse them, we use services such as, but not limited to, Google Analytics and Optimizely. These services collect a range of anonymised information, such as the number of visitors on our sites per day, which pages they visit, some content they enter, see and interact with when they visit and use our sites, their computer's internet protocol address and operating system, the date and time of their visit, location, browser type and language, referring website addresses, and the types of devices using our websites and mobile app. They also infer or collect demographic profiles about our website users (e.g. age and gender), through a range of techniques including cookies from websites you visit and, in the case of Google Analytics, from other Google services. You can find out more about how Google Analytics collects and processes data by visiting this site: "[How Google uses data when you use our partners' sites or apps](#)".

Our websites may use interfaces with social media sites like Facebook, LinkedIn, Twitter and Instagram. If you choose to like or share information through these services, you should review the Privacy Policy for that particular service.

## Cookies and remarketing tools

A cookie is a small text file that our websites may store on your device, which helps us improve your user experience when you use our websites. Cookies will not collect personally identifiable information about individuals, but will identify your device.

We use Google Remarketing and Facebook Ads as a method of targeting our advertising. We may also use similar services from other providers from time to time which have similar appropriate privacy policies in place. Remarketing is a way for us to connect to you, based upon your past interactions with Powershop's websites. As a result, third party vendors, including Google and Facebook, may use cookies to show Powershop ads to you as you visit third party sites on the internet.

Cookies cannot damage files, nor can they read information from the hard drive of a computer. It is possible to disable the acceptance of cookies via your browser (refer to the help menu on your browser for more information). However, doing so may restrict your ability to access some web pages or services. For more information on Cookies, how we use them and how to opt out of them, see our [Cookie Policy](#).

## USE OF YOUR INFORMATION

The information we hold about you and your property will be used to provide our services to you and for related purposes, for example:

- confirming your identity and the identity of any other people authorised on your account;
- supplying you with electricity and other services you have requested;
- carrying out credit checks or otherwise assessing your creditworthiness (we will tell you before we do this);
- communicating with you, including by text message where we have obtained your mobile phone number;
- complying with our obligations to you and other third parties involved in the supply of electricity to you and your property;
- debt collection;
- verifying whether you, or a member of your household, qualify for vulnerable or medically dependent consumer status, and to assist us in carrying out our responsibilities under the [Guideline on Arrangements to Assist Vulnerable Consumers](#) and the [Guideline on Arrangements to Assist Medically Dependent Consumers](#);
- improving our service, including our customer service and online services;
- communicating new products, services, specials and giveaways to you (this may include using your email address to communicate about these directly and via advertisements through channels such as Facebook and Google AdWords);
- providing you with information on third party products and services (unless you've asked us in writing not to);
- personalising our websites and promotions to make them more relevant to you or your preferences;
- for our general business purposes, e.g. aggregating customer consumption information to track trends, analysing usage and optimising the performance of our websites and mobile applications.

## If You Try to Sign Up to Powershop

If you try to sign up to become a Powershop customer and you enter your contact details but you do not successfully complete the signup process, we may use the information you entered to contact you to see if we can help you finish signing up and/or to get your feedback.

## Smart Meter Data

Customers with smart meters are shown their daily and half-hourly consumption information in our smartphone app and in a 'heat map' in our online web portal which uses colour to distinguish periods of time that have the heaviest or lightest use. Consumption information from smart meters becomes personal information once it is

linked to an account holder. As such, we treat smart meter consumption data as personal information in accordance with this Privacy Policy.

After you cease to be a customer, we will still use your personal information for our general business purposes (such as in aggregated consumption data), to call you if you switch away in order to finalise your account and get your feedback, and to recover any money you may owe us.

## DISCLOSURE OF YOUR INFORMATION

Powershop will not sell, lend, trade or otherwise disclose your personal information to any other person or agency except when:

- you have authorised us to do so;
- we reasonably believe we are required or permitted to do so by law or industry codes and standards;
- we want to carry out credit checks to consider your creditworthiness. The credit agency may use or disclose any information you provide to others using their services. You can ask the credit agency for a copy of the information they hold about you;
- we want to share your electricity account information, including your payment history (whether that information is positive or negative), with third party credit agencies, who may share your information with other organisations (including their customers);
- we need to do so to supply energy to you or it is a matter covered by our customer contract;
- if we've given you notification of the intended use or disclosure and you haven't objected to that use or disclosure;
- if we believe that the disclosure is reasonably necessary to enforce any legal rights we may have, or is reasonably necessary to protect the rights, property and safety of us, our customers, or others;
- we want to keep you informed about products or services;
- we want to recover money from you when you have not paid us, or if we want to list any payment defaults with a credit agency;
- you are switching, or have switched, to another energy retailer and you have consented to that energy retailer receiving a copy of your data for the period of time that you were supplied by Powershop at the same property;
- the distribution company needs or has requested the information. Some examples of when we may do this are if the information is to help supply energy or to distribute money on the distribution company's behalf;
- it is anonymised and is necessary for us to disclose to enable us to use third party services such as Google Analytics or Optimizely;
- it is shared with third parties to perform services on behalf of Powershop, for instance, in relation to a service covered by our [Cookie Policy](#);
- it is shared with our Related Companies (as that word is defined in the Companies Act 1993), who may use and disclose your information for the same purposes as us (including, without limitation, for the purpose of considering your creditworthiness);
- it is shared with anyone we transfer our business to in respect of which you are a customer or potential customer;
- it is necessary to assist an adjudicator to resolve a complaint you make about us;
- in an emergency situation it is necessary or desirable to share your personal information with a civil defence organisation or another emergency service.

We may also share your information with our agents or service providers in order for them to perform services on behalf of Powershop (e.g. meter reads, meter repairs, technology services, and site investigations). Where we make such disclosures, we require our agents and service providers to maintain the same protection for your personal information as is set out in this Privacy Policy.

Other than as outlined above, we will not share your information with anyone else. This includes information about the account with anyone living at the property, unless they are also named on the account or the person is nominated as your alternate contact person.

## STORAGE AND SECURITY OF YOUR PERSONAL INFORMATION

While we take steps to protect user privacy, no data transmission over the internet can be entirely secure. Therefore we do not guarantee the security of personal information that you send to us, or your use of our websites. Any personal information you send us is at your own risk but once we receive it we use appropriate procedures to safeguard against unauthorised access, use, disclosure, alteration, or destruction of that information.

Most personal information will be held in our customer application which is stored and processed in New Zealand, Singapore and Australia. However, some personal information will be held in our physical files at our offices. Access to your information is only provided to specific staff on a 'need to know' basis. Our staff have unique user identifications and passwords, and are regularly trained on their responsibilities under the Act. Our physical premises are protected by reasonable security precautions. We use some services which involve the transfer, processing and storage of some personal information outside of New Zealand - these are likewise protected by unique user identifications and passwords.

## STORAGE AND SECURITY OF YOUR KEYS AND ALARM CODES

If your meter is located behind locked doors or gates, you can provide us with a key or security code to enable our agents, including meter readers, to access the meter. For information relating to storage, use, destruction or return of keys and alarm codes, please see our [Help site](#).

## CONTACTING YOU BY EMAIL AND OTHER ELECTRONIC COMMUNICATION

Sometimes we send our customers information. We may do this by email, text message, or via the Powershop mobile app. Some information you will always receive by email, such as notification about energy you have used, or notifications under our customer terms and conditions. We may also send you, by email, newsletters or other information we think you may be interested in. Newsletters and other information you receive will have instructions for how you can remove yourself from that mailing list. If you ask to be removed from a mailing list, we will do this.

You can control the level of notifications you receive from us through your online Powershop account by going to the "Settings" tabs, and then "Alerts", or by calling us. You can also adjust notifications you receive via your mobile app by going to "Settings" in the mobile app menu, then "Account Settings" and then adjusting your preferences under "Notification events".

## YOUR USERNAME AND PASSWORD

If you are a Powershop customer, you are responsible for your login details (including your username, email address, password and PIN) used to access your Powershop account and Powershop mobile app. Your username and password can only be used in connection with purchasing products for the supply of energy to your property or properties. You should not share your login details with anyone else, and if you do, you are responsible for paying for energy they purchase through your Powershop account.

## CREDIT CARD SECURITY

When you use your credit card on our customer website, the credit card information is transmitted using Secure Socket Layer (SSL) protocol, which encrypts your information. Powershop only keeps some of your credit card details. However, your full credit card details will be encrypted and securely stored by our online payment providers (currently Paystation Limited and Direct Payment Solutions (DPS)).

## EXTERNAL LINKS FROM OUR SITE

From time to time we may include hypertext links to sites which are created by individuals and companies outside of our group companies. We do this when there is a particular relevance to the topic you're reading about. While we endeavour to check that the content of these sites is suitable, we are not responsible for such content, nor the manner in which these sites deal with any personal information you provide. We encourage you to read the privacy statements of those websites so that you can understand how your personal information may be collected, stored, used and disclosed.

## RIGHT TO ACCESS AND CORRECT

You may request access to, or correction of, any personal information we hold about you, by sending an email to: [info@powershop.co.nz](mailto:info@powershop.co.nz) or calling 0800 462 668. To ensure that the information we hold about you is accurate and current, please notify us of any changes to your information as soon as possible.

## CHANGING THIS POLICY

We reserve the right to alter this Privacy Policy at any time. We will tell you about changes by posting an updated policy on our customer website ([www.powershop.co.nz](http://www.powershop.co.nz)), so we encourage you to periodically review this page for the latest information on privacy practices at Powershop. Changes take effect 30 days after we post the amended policy on our customer website, unless otherwise advised. If you continue to use this website or if you provide any personal information after we post changes to this Privacy Policy, this will indicate your acceptance of any changes.

If you have any questions about our Privacy Policy or any other matter, please [contact us](#).