



## PRIVACY STATEMENT

GSI Direct recognises the importance to you of your personal and financial information and is committed to protecting your privacy. Where GSI Direct uses and retains your information they do so in accordance with the principles of the Privacy Act 1993 (and any subsequent amendments).

GSI Direct may collect your personal information when you apply for, change, renew or make a claim under your insurance policy. We may do so via our website, email and telephone. Please note that we record all telephone calls with you. We collect this information to provide you with the best service, including providing competitive products and services, and to assess your application. If you do not provide us with your personal information this may affect which products we can provide you.

We may disclose your personal information to third parties including, for example, our business partners or companies engaged by us (such as loss adjusters or professional advisers), other insurance or reinsurance intermediaries, other insurers, Lloyd's syndicates pursuant to our Coverholder agreement or to government agencies or other parties (as required by law). These parties may be located outside of New Zealand.

By using this website you agree to us collecting, using and disclosing your personal information. We may use your information to send you offers, to provide you with renewal quotes or to contact you to assist your business with the application process in the event that you leave the site prior to submission of your request for insurance.

Should you wish to withdraw consent or advise that you do not want us to use your information in this manner please send written notice to:

**Address:** Level 1, 41 Totara Avenue  
New Lynn  
Waitakere 2040  
New Zealand

**Fax number:** +64 (0) 9 280 4845

**Email address:** [help@gsidirect.co.nz](mailto:help@gsidirect.co.nz).

You have a right of access to all information we hold in relation to you. You also have a right to request that we correct this information should it prove to be incorrect.

We will not sell your information to third parties.

### Collection and Use of Information

For statistical purposes we collect anonymous information on web site activity (such as top pages viewed, the number of pages viewed, the number of sessions, most popular session times). We use this data to evaluate our web site performance and to improve the content we display to you.

To evaluate the effectiveness of our online advertising (including clickthroughs from email marketing), we may use third parties to collect statistical data. No personal information is collected on these occasions.

### Use of cookies

GSI Direct may use tracking technologies such as cookies to recognise your browser each time it visits our site, and to track which pages you visit whilst on our site. We may use this information to optimize our site and create a better online experience for you.

Cookies are pieces of information that a web site transfers to a computer's hard disk for record keeping purposes. Most web browsers are set to accept tracking technologies such as cookies. These tracking technologies do not themselves personally identify users, although they do identify a user's browser. However, if you do not wish to receive any cookies, you may set your browser to refuse them.

Third party vendors, including Google, show our ads on sites on the internet.

Third party vendors, including Google, use cookies to serve ads based on your prior visits to this website.

You have the option to opt out of Google's use of cookies by visiting the Google advertising opt-out page: [http://www.google.com/privacy\\_ads.html](http://www.google.com/privacy_ads.html)

Alternatively you can opt out of cookies by visiting the Network Advertising Initiative opt out page: [http://www.networkadvertising.org/managing/opt\\_out.asp](http://www.networkadvertising.org/managing/opt_out.asp)