



**EQUESTRIAN SPORTS**  
NEW ZEALAND

## Integrity Policy – Member Protection

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### SECTION 1: Privacy & Digital Communications

#### POLICY 1: Privacy

<b>Policy Rationale</b>	<b>Commitment to Te Tiriti O Waitangi</b>  Equestrian Sports New Zealand (ESNZ) recognises Te Tiriti o Waitangi as Aotearoa New Zealand’s founding document.  ESNZ is committed to upholding the mana of Te Tiriti o Waitangi and the principles of Partnership, Protection and Participation.
<b>Policy Statement(s)</b>	<p>The ESNZ Website is owned and maintained by Equestrian Sports New Zealand (ESNZ). The ESNZ Database is owned and maintained by Interpodia Technology.</p> <b>Copyright</b>  Unless ESNZ gives you written permission you may not reproduce, adapt, copy, distribute or incorporate in any other work, in whole or in part, any material, articles or photographs. Should permission be granted, you must: <ul style="list-style-type: none"><li>• Reproduce the material accurately</li><li>• Do not use the material in a derogatory manner or a misleading context</li><li>• Acknowledge the source and copyright status of the material.</li></ul> <p>Unless we give you written permission you may not reproduce, adapt, copy, distribute or incorporate in any other work, in whole or in part, any trademark including any ESNZ logos or trademarks that appear on this site.</p>



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### **Linked Sites**

This website may contain links to third party websites that are not under the control of ESNZ. ESNZ does not endorse and is not responsible in any way for any information, content or material that is available on third party websites.

### **Values**

ESNZ knows you care about how your information is used and shared. It is committed to ensuring your privacy is protected and your information is only used appropriately within the terms of your agreement with ESNZ.

### **Purpose**

This policy aims to help members and partners involved in ESNZ understand how their personal information may be used and stored by ESNZ.

### **Application**

This policy applies to all people providing personal information to ESNZ. Personal information means information about a person.

ESNZ is committed to complying with the Privacy Act 2020 (New Zealand), and any other applicable privacy laws and regulations, when collecting, using, or dealing with any of your personal information.

ESNZ collects information about you when you communicate with us, register an ESNZ account, visit or use this site or any other online platform, service, application, website, or messaging service that we subscribe to or use (each being a Digital Platform).

Like many organisations, ESNZ collects information about our users for the purposes of

- Providing you with the services we offer



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	<ul style="list-style-type: none"><li>• Providing you with a better experience when using our digital platforms and consuming our marketing material. Giving you a personalised user experience.</li></ul>
<p><b>Policy Implementation and Related Procedure Documents</b></p>	<p><b>Collection, use and storage of personal information</b></p> <p><b>Collecting personal information</b></p> <p>When you become a member of or participate in Equestrian Sports activities, or otherwise provide us with your personal information through one of our digital platforms, you are giving your consent to ESNZ to collect all personal details from you (or family/whānau of children) including your name, email address, date of birth, gender, ethnicity, qualifications (for Officials), your intended discipline preferences and information relating to your horse registration or international requirements.</p> <p>Your consent means:</p> <p>ESNZ may collect information relating to the status and category/level of your membership and horse registration from ESNZ and its agents including Horse Reg.</p> <p>ESNZ may also collect personal information about you relating to your application and/or registration status within a specific discipline from that discipline.</p> <p>ESNZ may collect this information directly from you, or from the regional organisation and/or national organisation to which ESNZ belongs, other organisations which are affiliated to it, for example, Evo Events, Main Events, New Zealand Pony Club Association, New Zealand Riding for the Disabled, FEI, Sport New Zealand, the New Zealand Olympic Committee, Paralympics New Zealand, and Drug Free Sport New Zealand.</p>



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Personal information collected through any digital platforms or the subscription tools on our website will be collected by ESNZ and may be used for the purpose of:

- Providing your personal information to the following third parties where you have consented to us sharing your personal information:
  - i. Online entry providers for the purposes of validating registration status, class and level eligibility.
  - ii. Area groups/clubs and organising committees for the purpose of validating registration status, class and level eligibility.
  - iii. Membership level and status in order to vote at area group/club level.
  - iv. FEI for the purposes of FEI passport, registration, and entry services.
- Being displayed publicly in ESNZ's member, equine and competition directories (subject to your acknowledgement that details provided may be made available to other members).
- ESNZ's communications, marketing, promotional information, and materials about ESNZ, its programmes and activities, and its disciplines.
- ESNZ's internal research in order to better understand its members and optimise and improve future marketing and promotional strategies.
- Contacting you with information relevant to you or your horse registration, official pathway or coaching programme, including registration requirements, important updates and deadlines.

We may also collect information relevant to the analysis of our digital platforms, our marketing strategies, and our services, including information on:

- IP addresses
- Your online activities in relation to our digital platform
- Pages accessed and links clicked
- Dates and times of visits
- The immediate previous site visited



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- Operating systems (e.g., Windows, Mac)
- Web browsers
- Internet activity, whether on this website or any other

Where ESNZ may use the information solely for statistical purposes, all users are anonymised and not personally identifiable from the data gathered.

ESNZ may also collect other information needed to perform its functions or be required by law to do so.

### **Using Personal Information**

ESNZ will not sell your personal information.

Employees of ESNZ may have access to your personal information to fulfil their working duties. However, their access to your personal information is limited to that which is relevant to the task being completed.

Agents and subcontractors of ESNZ may have access to personal information needed to fulfil their working duties but may not use it for any other purposes.

ESNZ may be required to share your personal information with third parties, such as the community, regional and/or national organisations it belongs to, other organisations which are affiliated to it that you belong to or have applied for membership for the purposes set out below:

- Online entry providers for the purposes of validating registration status, class, and level eligibility.
- Area groups/clubs and organising committees for the purpose of validating registration status, class, and level eligibility
- Membership level and status in order to vote at area group/club level.
- FEI for the purposes of FEI passport, registration, and entry services.



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- Displaying the ESNZ's member, equine and competition directories (subject to your acknowledgement that details provided may be made available to other members).

Information shared with these organisations will be stored securely by the relevant organisation in accordance with their own privacy policy.

ESNZ may engage service providers to provide technology services or customer support services including Interpodia (ESNZ Database), Mailchimp, Survey Monkey. These service providers may be located outside of New Zealand but are required to protect your personal information providing comparable safeguards to those provided under New Zealand Privacy law.

Your personal information may be used

- for ESNZ activities and operations
- to consider an employment or volunteer application
- to amend records in order to remove or update personal information
- for other everyday business purposes that involve use of personal information
- to comply with the law; or protect ESNZ's rights, property, or safety, or that of its members, or others

ESNZ may disclose information about you if, and to the extent that, it is required to do so by law or at the request of a government agency that has authority to compel ESNZ to do so, for example Sport New Zealand.

### **Storing and disclosing personal information**

ESNZ will maintain all reasonable protections against the loss, misuse or inappropriate disclosure of your personal information, and maintain processes to prevent unauthorised use or access to that information.

ESNZ will keep all physical documents secure, both inside and outside it's premises.



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ESNZ will keep electronic personal information secure by making sure its data storage is protected from external sources, maintaining regular backing up and applying good security practices. Your personal information will be stored on servers owned by ESNZ or its service providers, which may include those in countries other than New Zealand.

ESNZ may use cloud computing, and where used, will ensure that cloud computing solutions meet good practice security requirements.

### **Security**

ESNZ has cyber security protection in place to protect your personal information from loss, unauthorised access, use, modification, disclosure, or other misuse. However, given the nature of the modern cyber environment ESNZ cannot make any warranties in relation to the security of any information you disclose or transmit and therefore is not responsible for the theft, destruction, or inadvertent disclosure of your personal information where security measures have been breached.

### **Retention of Personal Information**

ESNZ will only keep your personal information for as long as required to provide you with the services you have requested, for the purposes outlined in this privacy policy, and for any legal purposes for which it is required to keep the information (i.e., audit purposes).

### **Requests for personal information**

You have the right to access and correct your personal information (or your child or youth) in accordance with the Privacy Act 2020. If you want to access or correct your personal information (or your youth or child's), please contact the ESNZ Privacy Officer.

The ESNZ Privacy Officer will not disclose information about youth or children to family/whānau unless there is a legal right to access that information.



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	<p>Any questions about ESNZ's compliance with the Privacy Act should be referred to the ESNZ Privacy Officer.</p> <p><b>Breach</b></p> <p>Breaches of this policy include breaches of any of the Privacy Principles under the Privacy Act 2020.</p> <p><b>Reporting a Breach</b></p> <p>Individuals who wish to report an alleged breach of this policy should follow the complaints procedure outlined in the ESNZ Complaints Policy and Procedure.</p>
<p><b>Legislative Compliance Considerations</b></p>	<p>All current and relevant Acts, Regulations and Rules</p> <p>Privacy Act 2020</p>
<p><b>Review Protocol</b></p>	<p>Policy Reviewed By:</p> <p>Date Reviewed:</p> <p>Next Review Date:</p>





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### SECTION 1:

#### POLICY 2: Digital Communications

<b>Policy Rationale</b>	<b>Commitment to Te Tiriti o Waitangi</b>  Equestrian Sports New Zealand recognises Te Tiriti o Waitangi as Aotearoa New Zealand's founding document.  ESNZ is committed to upholding the mana of Te Tiriti o Waitangi and the principles of Partnership, Protection and Participation.
<b>Policy Statement(s)</b>	<b>Values</b>  ESNZ encourages everyone involved in play, active recreation and sport to communicate with others in a way that is safe, appropriate and mana-enhancing.  ESNZ supports the use of social media as a way of communicating information and encouraging engagement and participation.  Everyone should represent themselves and ESNZ appropriately online at all times. As part of our community, you represent ESNZ by extension.  The greater a person's profile becomes within the activity or sport, or their position within ESNZ, the more people will take note of their behaviour, including their online activities. Young people look up to more senior participants and people involved in the activity and sport as role models.



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	<p><b>Purpose</b></p> <p>The Internet and social media have changed how we communicate. They allow information, including photos and videos to be shared, in real time, to a potentially large audience.</p> <p>ESNZ recognises the value of social media in engaging with members of the activity and sport and reaching others who may be interested.</p> <p>ESNZ recognises social media can raise its profile, and that of its participants.</p> <p>ESNZ also recognises that social media can cause harm. It is important everyone is aware of the need to use social media in a safe and appropriate way, and of the consequences of not doing so.</p> <p>This policy aims to help ESNZ Members and its affiliates</p> <ul style="list-style-type: none"><li>• use social media, internet, and email, safely and appropriately</li><li>• reduce the risks involved with using social media, while supporting the benefits</li></ul>
<p><b>Policy Implementation and Related Procedure Documents</b></p>	<p><b>Application</b></p> <p>This policy applies to anyone involved in ESNZ and its community, regional and national organisations. This includes officials, volunteers, participants, supporters, club members, employees, service providers, and families or whānau of participants.</p> <p>Social media includes any online site or forum for uploading and sharing information. This policy applies to all use of social media, the Internet and email where it relates or refers to ESNZ. This includes writing, commenting on, editing and uploading material to blogs, forums, social networking sites, dating apps and sites, photo, audio and video sharing sites.</p>



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Information includes written information, cartoons, GIFs, images, photos, soundtracks, and videos.

### **Use of Digital communications**

Any use of social media, email and Internet related to ESNZ must:

- **Protect your privacy:** Do not share anything online that you would not be comfortable for others to see. Be careful about disclosing your personal details to anyone who is not known to you. Remember that Internet content lasts forever.
- **Protect the privacy of others:** Do not share any information or content online that is of a sensitive nature or may cause harm or embarrassment to an individual or individuals. Immediately remove information about another person if you have been asked by them to do so, or by someone acting on their behalf.
- **Obtaining permission:** Always obtain permission before the use or publication of information that relates to or is owned by another person. This includes identifiable details, an identifiable image, audio or video recording of them. Always obtain permission (in perpetuity) before the use or publication of information that relates to or is owned by another person. This includes identifiable details, an identifiable image, audio or video recording of them.
- **Safeguarding children:** Do not post or share online any information, pictures, audio or video of children or youth without parental consent. Content should only be posted or shared when it is safe, appropriate and in line with ESNZ's Child Safeguarding Policy.
- **Protecting ESNZ's Privacy:** Sometimes officials, volunteers, working groups and others may be privy to information that an organisation holds as part of its day-to-day operations. This can be confidential in nature, it must be protected and therefore not shared or posted. This includes information that is not publicly accessible, not commonly known, or not to be shared outside of the ESNZ organisation.



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**Breach**

Breaches of this policy include:

- using ESNZ's name and or logo in a way that could negatively impact the organisation or club with and or its members
- posting or sharing any material in breach of ESNZ policies or the organisation's Code of Conduct.
- posting or sharing any material that may be:
- abusive, harassing, threatening, demeaning, defamatory or libellous material
- insulting, indecent or obscene, offensive, provocative, discriminatory or hateful language.
- posting or sharing any material that breaches any New Zealand law
- posting or sharing any material to ESNZ's social media channels that may breach the intellectual property rights of other people. Intellectual property refers to new or original innovations and creations as referred to by <https://www.mbie.govt.nz>
- posting or sharing any material that is personal, may be compromising, embarrassing or in a way that breaches a person's privacy in line with the Privacy Act 2020
- posting or sharing any material that may damage, or risks damaging ESNZ, its affiliates, sport, activity, officials, members or sponsors reputation.

Disinformation such as false statements, defamatory, offensive or threatening comments in social media can lead to prosecution.

ESNZ supports a common-sense approach to the use of social media. It encourages people to seek clarity from the ESNZ Privacy Officer or Communications Officer if they are unsure whether any content they are intending to post, or share is appropriate.



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	<p><b>Reporting a breach</b></p> <p>Individuals who wish to report an alleged breach of this policy should follow the complaints procedure outlined in the Complaints Policy and Procedure.</p> <p>ESNZ General and Veterinary Regulations and Policies – Chapter 9 Legal System</p> <p><a href="https://www.nzequestrian.org.nz/wp-content/uploads/2023-ESNZ-General-Regulations-V2.9-clean.pdf">https://www.nzequestrian.org.nz/wp-content/uploads/2023-ESNZ-General-Regulations-V2.9-clean.pdf</a></p>
<p><b>Legislative Compliance Considerations</b></p>	<p>All current and relevant Acts, Regulations and Rules</p>
<p><b>Review Protocol</b></p>	<p>Policy Reviewed By:</p> <p>Date Reviewed:</p> <p>Next Review Date:</p>