

Privacy Policy

ADC Patent Search™

1. Introduction

ADC Patent Search of Masterton, New Zealand (**we, us, our**) is a trading name of Curson Enterprises Limited, Registered in New Zealand (7180273).

This policy sets out how we will collect, use, disclose and protect your personal information in accordance with the New Zealand Privacy Act 1993 (the **Act**). Personal information is information about an identifiable individual (a natural person).

This policy does not limit or exclude any of your rights under the Act. If you wish to seek further information on the Act, see www.privacy.org.nz.

Our website address is:

<http://www.adcpatentsearch.co.nz/>

Our blog website address is:

http://adcpatentsearch.co.nz/IP_Analytics_NZ/?p=66

2. Who Do We Collect Your Personal Information From

We collect personal information about you from:

- You, when you provide that personal information to us, including via the website and any related service, through any registration or subscription process, through any contact with us (e.g. telephone call or email), or when you buy or use our services and products
- Third parties where you have authorised this or the information is publicly available

If possible, we will collect personal information from you directly.

3. What Personal Information Do We Collect

We collect personal information including name, physical address, telephone numbers, email address, transactional data (such as purchase information), and computer cookies.

In addition, our WordPress blog and its associated plugins may collect the following information:

Comments

When visitors leave comments on the blog, we collect the data shown in the comments form, and also the visitor's IP address and browser user agent string to help spam detection.

An anonymised string created from your email address (also called a hash) may be provided to the Gravatar service to see if you are using it. The Gravatar service privacy policy is available here: <https://automattic.com/privacy/>. After approval of your comment, your profile picture is visible to the public in the context of your comment.

If you leave a comment, the comment and its metadata are retained indefinitely. This is so we can recognise and approve any follow-up comments automatically instead of holding them in a moderation queue.

Media

If you upload images to the website, you are responsible for ensuring any images you upload do not have embedded location data (EXIF GPS) included. Visitors to the website can download and extract any location data from images on the website.

Cookies

If you leave a comment on our blog you may opt-in to saving your name, email address and website in cookies. These are for your convenience so that you do not have to fill in your details again when you leave another comment. These cookies will last for one year.

If you visit our login page, we will set a temporary cookie to determine if your browser accepts cookies. This cookie contains no personal data and is discarded when you close your browser.

When you log in, we will also set up several cookies to save your login information and your screen display choices. Login cookies last for two days, and screen options cookies last for a year. If you select "Remember Me", your login will persist for two weeks. If you log out of your account, the login cookies will be removed.

If you edit or publish an article, an additional cookie will be saved in your browser. This cookie includes no personal data and simply indicates the post ID of the article you just edited. It expires after 1 day.

You may disable cookies by changing the settings on your browser, although this may mean that you cannot use all of the features of the website or blog.

Social Media

Our website and blog provide links and buttons to access various social media platforms. You acknowledge that any communication, engagement or actions with external social media platforms are subject to the terms and conditions as well as the privacy policies of the social media platforms concerned.

Embedded content from other websites

Articles on this website and blog may include embedded content (e.g. videos, images, articles, etc.). Embedded content from other websites behaves in the exact same way as if the visitor has visited the other website.

These websites may collect data about you, use cookies, embed additional third-party tracking, and monitor your interaction with that embedded content, including tracking your interaction with the embedded content if you have an account and are logged in to that website.

Akismet

Our blog uses the Akismet anti-spam service. This collects information including the commenter's IP address, user agent, referrer, and Site URL (along with other information directly provided by the commenter such as name, username, email address, and the comment itself).

4. How We Use Your Personal Information

We will use your personal information:

- To verify your identity
- To provide services and products to you
- To market our services and products to you, including contacting you electronically (e.g. by text or email) for this purpose
- To improve the services and products we deliver to you
- To invoice you and to collect monies owed by you to us
- To respond to communications from you, including a complaint
- To conduct anonymised research and statistical analysis for the purpose of improving the services and products we offer and deliver
- To protect and / or enforce our legal rights and interests, including defending any claim
- For any other purpose authorised by you or the Act

5. Disclosing Your Personal Information

We may disclose your personal information to:

- Any business that supports our services and products, including any person or business that hosts or maintains any underlying IT system or data centre that we use to provide the website, blog or other services and products
- Any person who can require us to supply your personal information (e.g. a regulatory authority)
- Any other person authorised by the Act or another law (e.g. a law enforcement agency)
- Any other person authorised by you

A business that supports our services and products may be located outside New Zealand. This may mean that your personal information is held and processed outside New Zealand.

6. Protecting Your Personal Information

We will take reasonable steps to keep your personal information safe from loss, unauthorised activity, or other misuse.

7. Internet Use

While we take reasonable steps to maintain secure internet connections, if you provide us with personal information over the internet, the provision of that information is at your own risk.

You acknowledge and agree that any information and media you post on the blog, including personal information:

- Is publicly available
- Does not infringe any third party's copyright or other intellectual property rights
- Is not defamatory or otherwise libellous; and
- Does not breach any other law, statute, ordinance or regulation

If you follow a link on our website or blog to another site, including any social media site, the owner of that site will have its own privacy policy relating to your personal information. We suggest you review that site's privacy policy before you provide personal information.

Analytics

Our website and blog hosting provider uses the AWStats analytics software to monitor site traffic based upon IP address: <https://awstats.sourceforge.io/>

8. Accessing and Correcting Your Personal Information

Subject to certain grounds for refusal set out in the Act, you have the right to access your readily retrievable personal information that we hold and to request a correction to your personal information. Before you exercise this right, we will need evidence to confirm that you are the individual to whom the personal information relates.

In respect of a request for correction, if we think the correction is reasonable and we are reasonably able to change the personal information, we will make the correction. If we do not make the correction, we will take reasonable steps to note on the personal information that you requested the correction.

If you want to exercise either of the above rights, email us at:

privacy@adcpatentsearch.co.nz. Your email should provide evidence of who you are and set out the details of your request (e.g. the personal information, or the correction, that you are requesting).

We may charge you our reasonable costs of providing to you copies of your personal information or correcting that information.

9. Variation

ADC Patent Search may amend this privacy policy from time to time by publishing an amended version on its website. If the Client continues to interact with ADC Patent Search (including by placing an Order) then the Client will be bound by the varied policy.