

Idea Farm privacy policy

Information you provide

At Idea Farm we take your privacy seriously. This privacy policy relates only to the personal information (“**your information**”) you provide to Idea Farm when taking part in the member panel “Idea Farm”. This policy does not alter or affect [Fonterra’s general Privacy Policy](#), which also applies to your use of the Idea Farm website. This privacy policy should be read in conjunction with the [Idea Farm Community Panel Terms of Use](#).

Idea Farm will do its best to make sure that your information we collect, store, use or disclose is accurate, complete and up to date. Prompt notification of any changes to personal contact details will help us do this. We will also do our best to protect your information from misuse or loss and from unauthorised access, modification or disclosure in accordance with the [Privacy Act](#).

Under the Privacy Act you are entitled to access, and request correction of, your information held by Idea Farm. If you have any queries about privacy of information or would like to access any of your information held by us, please contact us at support@ideafarm.co.nz.

We will collect your information directly from you in conducting Idea Farm surveys, not from any third parties.

How we will use your information

The information Idea Farm collects and holds about you will be used:

- to decide whether you qualify to become a member of the panel as a result of the initial profile questionnaire. If you do not qualify, all information about you will be deleted;
- to confirm your identity when logging in to the Idea Farm website;
- for market research by Idea Farm (which may be conducted on our behalf by third parties contracted by us, including [Vision Critical](#) and [Camorra Research Limited](#));
- to contact you with information about Idea Farm and to send you targeted surveys and competitions to participate in;
- for statistical purposes (all information collected is analysed at an aggregated level so you will not be identified at an individual level);
- for administration relating to any of the above purposes.

Idea Farm may disclose your information to its contractor [Camorra Research Limited](#), a New Zealand-based market research company, to carry out any of the above purposes on Idea Farm’s behalf. Idea Farm may also disclose certain information to third parties where we have retained those third parties for the purposes of market research or to analyse certain research, however you will not be contacted directly by those third parties.

The aggregated results of our market research may be shared within Fonterra and / or provided to any third party, including the media, but will never contain information identifying you as an individual.

The information we collect is stored in a secure database by our software provider [Vision Critical](#), located at 858 Beatty Street, Vancouver, British Columbia, Canada. Vision Critical host the Idea Farm website and, together with Camorra Research Limited, manage the Idea Farm database. Vision Critical and Camorra Research Limited will only use your information to analyse and report survey results to Idea Farm.

If you decide not to provide us with your information you will not be able to take part in Idea Farm surveys.

How we contact you

As a member of Idea Farm we will use your email address to invite you to take part in surveys and to notify you if you are a prize winner.

Ending your Idea Farm membership

To end your Idea Farm membership, go to the Fonterra Idea Farm website and either:

- click “Unsubscribe” or
- email support@ideafarm.co.nz with “Request Remove” in the subject line.

Once you unsubscribe from Idea Farm, any information identifying you, such as your name and email address, will be deleted from the Idea Farm database only. Any aggregated information that we have from your participation in Idea Farm surveys will be kept, but you cannot be identified as an individual in this information.