

Information transfer, storage, and disposal

At Marketing Impact, we value your trust and therefore take the security and privacy of our client and supplier information very seriously. Whether transferring, storing, or disposing of information, we ensure that your information is safeguarded throughout its journey.

When you agree to utilise or provide services to Marketing Impact, you are obliged to abide by the following acceptable information transfer methods and avoid the unacceptable methods.

Acceptable information transfer methods

- **Via our secure file transfer website.** We maintain a secure website that uses Transport Layer Security (TLS) encryption to protect your information in transit. This method ensures that any information transmitted between your system and ours is encrypted and secure. Talk to us about accessing this through your web browser.
- **Via our SFTP Server.** . SSH Secure File Transfer Protocol (SFTP) provides a secure channel for information transfer. Your information is encrypted during transmission from your environment to ours, which enables its confidentiality and integrity to remain intact. Talk to us about engaging with your IT team to set you up with an access path to our SFTP server.
- **Via your own SFTP Server or secure file transfer website.** Alternatively, if your organisation has its own SFTP server or secure file transfer tool, talk to us about utilising it for transferring information securely through to us.

Information transfer via email

Please do not send us your, or your customer's personal information via email. The transfer of information via email poses significant security and privacy risks for your organisation as email traffic is susceptible to interception, unauthorised access and modification. Any information sent this way is essentially being made public and may potentially result in negative media exposure and financial penalties being imposed by the Office of the Privacy Commissioner on individuals or your organisation.

If you feel that there is no option but to transfer personal information to us via email, talk to us first and we'll help you meet your New Zealand Data Privacy requirements. It won't cost you a cent, and you can benefit from our best of breed information security knowledge.

Protection of information in storage

For an additional layer of security, we offer the option to encrypt your information at rest using PGP. This method of encryption ensures that your information remains secure even when stored on our systems and can also be used to guard against it being altered whilst in transit. Talk to us about engaging with your IT team to enable this feature.

Disposing of information which is no longer needed

Upon completion of an engagement, we endeavour to remove any client or supplier information from accessible storage within a reasonable timeframe, provided it is not necessary to be kept to meet legislative requirements.

For most of our clients this means the removal of any customer information they have shared with us after 12 months from the end of the engagement.