

CREATIVE BEAST

Privacy Policy

Thanks for visiting Creative Beast (“Creative Beast”, “we”, “us” or “our”) respects your privacy. When it comes to your personal information, we believe in transparency and no surprises. That’s why we’ve set out here what personal information we collect, what we do with it and your choices and rights.

By using any of Creative Beast’s Services, you confirm you have read and understood this Privacy Policy, our Terms & Conditions and our Cookie Policy.

1. Some key terms

In our Privacy Policy, when we refer to “Users”, we mean our customers who use our Services, including visitors to our sites. Any other capitalized terms not defined in this Privacy Policy have the meanings in our Terms & Conditions.

2. How does this Privacy Policy apply?

This Privacy Policy describes what we do with personal information that we collect and use for our own purposes (i.e., where we are a controller), such as your personal information and information about how you use and interact with our Services. This Privacy Policy does not apply to personal information of our employees or job applicants (except to the extent employees or job applicants are Users).

We use cookies and similar technologies. Our Cookie Policy describes what we do in that regard.

3. Personal information we collect

We collect various personal information regarding you or your device. This includes the following:

- Information about your browser, network and device
- Web pages you visited prior to coming to this website
- Web pages you view while on this website
- Your IP address

This website is hosted by Squarespace. Squarespace collects personal data when you visit this website.

Squarespace needs the data to run this website, and to protect and improve its platform and services. Squarespace analyses the data in a de-personalized form.

4. How we collect personal information

We obtain personal information when you visit and interact with our website. We do this in two main ways:

- We record some of it automatically when you use our website (including with technologies like cookies).
- When you submit information to this website via webform, we collect the data requested in the webform in order to track and respond to your submissions. We share this information with Squarespace, our online store hosting provider, so that they can provide website services to us. We also share this information with a secure Google drive for storage.

5. How we use your personal information

We use the personal information we obtain about you for the following purposes:

- This website collects personal data to power our site analytics, including:
 - Information about your browser, network, and device
 - Web pages you visited prior to coming to this website
 - Your IP address
- Customizing the Services. Provide you with customized services. For example, we use your location information to determine your language preferences or display accurate date and time information. We also use cookies and similar technologies for this purpose.
- Security. Ensure the security and integrity of our Services.
- Enforcement. Enforce our Terms of Service and other legal terms and policies.
- Protection. Protect our and others' interests, rights and property (e.g., to protect from abuse).
- Complying with law. Comply with applicable legal requirements, such as tax and other government regulations and industry standards, contracts and law enforcement requests.

We process your personal information for the above purposes when:

- Legal obligation. We have a legal obligation to use your personal information, such as to comply with applicable tax and other government regulations or to comply with a court order or binding law enforcement request.
- Legitimate interests. We have a legitimate interest in using your personal information. In particular, we have a legitimate interest in the following cases:
 - To operate the Creative Beast business and provide you with tailored experience to develop and promote our business.
 - To analyse and improve the safety and security of our Services - we do this as it is necessary to pursue our legitimate interests in ensuring Creative Beast is secure, such as by implementing and enhancing security measures and protections and protecting against fraud, spam and abuse.
 - To provide and improve the Services, including any personalized services - we do this as it is necessary to pursue our legitimate interests of providing an innovative and tailored offering to our Users on a sustained basis.
 - To comply with a court order or binding law enforcement request.
- Protecting you and others. To protect your vital interests, or those of others.

6. How we share your personal information

We share personal information in the following ways:

- We share this information with Squarespace, our website analytics provider, to learn about site traffic and activity.
- Affiliates. We share personal information with our affiliates when it is reasonably necessary or desirable, such as to help provide services to you or analyse and improve the services we or they provide.
- Business partners. We may share personal information with business partners. For example, we may share your personal information when our Services are integrated with their Third Party Services, but only when you have been informed or would otherwise expect such sharing.
- Following the law or protecting rights and interests. We disclose your personal information if we determine that such disclosure is reasonably necessary to comply with the law, protect our or others' rights, property or interests (such as enforcing our Terms of Service) or prevent fraud or abuse of Creative Beast or our Users or End Users. In particular, we may disclose your personal information in response to lawful requests by public authorities, such as to meet national security or law enforcement requirements.

7. Your rights and choices

Where applicable law requires (and subject to any relevant exceptions under law), you may have the right to access, update, change or delete personal information.

You can access, update, change or delete personal information directly by contacting us at hello@creativebeast.co.nz to request the required changes. Please note that we may need to verify your identity in connection with your requests.

Please note that, for technical reasons, there is likely to be a delay in deleting your personal information from our systems when you ask us to delete it. We also will retain personal information in order to comply with the law, protect our and others' rights, resolve disputes or enforce our legal terms or policies, to the extent permitted under applicable law.

You may have the right to restrict or object to the processing of your personal information or to exercise a right to data portability under applicable law.

Our Cookie Policy explains how you can manage cookies and similar technologies.

8. How we protect your personal information

While no service is completely secure, we have security in place through our host, Squarespace dedicated to keeping personal information safe. We maintain administrative, technical and physical safeguards that are intended to appropriately protect against accidental or unlawful destruction, accidental loss, unauthorized alteration, unauthorized disclosure or access, misuse and any other unlawful form of processing, of the personal information in our possession.

Squarespace employs security measures such as using firewalls to protect against intruders, building redundancies throughout our network (so that if one server goes down, another can cover for it) and testing for and protecting against network vulnerabilities.

9. How we retain your personal information

We retain personal information regarding you or your use of website for as long as needed to provide you with the Services. We also retain personal information for as long as necessary to achieve the purposes described in this Privacy Policy, for example, to comply with our legal obligations, to protect us in the event of disputes and to enforce our agreements and to protect our and others' interests.

The precise periods for which we keep your personal information vary depending on the nature of the information and why we need it. Factors we consider in determining these periods include the minimum required retention period prescribed by law or recommended as best practice, the period during which a claim can be made with respect to an agreement or other matter, whether the personal information has been aggregated or pseudonymized, and other relevant criteria.

When you submit information to this website via webform, we collect the data requested in the webform in order to track and respond to your submissions. We share this information with Squarespace, our hosting provider, so that they can provide website services to us. We also share this information with a secure Google drive for storage.

10. Data transfers

Personal information that you submit through the Services may be transferred to countries other than where you live, such as, for example, to Squarespace servers in the U.S. We also store personal information locally on the devices you use to access the Services.

This website uses font files from Google Fonts and Adobe Fonts. To properly display this site to you, servers where the font files are stored may receive personal information about you, including:

- Information about your browser, network, or device
- Your IP address

Your personal information may be transferred to countries that do not have the same data protection laws as the country in which you initially provided the information.

11. How to contact us

If you have questions, comments or complaints about this Privacy Policy or our privacy practices or if you would like to exercise your rights and choices, please email us at hello@creativebeast.co.nz