

# Reflective gear survey Privacy Statement 2024

## What this statement covers

This privacy statement explains how Greater Wellington Regional Council (Greater Wellington) manages your personal information that we collect as part of the reflective gear survey for 2024.

## What personal information do we collect and for what purposes?

The types of personal information we collect and how we use it are:

Source of information	Type(s) of personal information	Purpose(s)
<b>Initial survey at point of collection for reflective gear giveaways</b>		
Participating individual	Confirmation of 18+ age Gender Town/City of residence Self-reported active travel habits and feelings Email address	To confirm eligibility to participate in the second survey. To enable us to send the follow-up survey in one month. To evaluate the audience for our reflective gear giveaway campaigns. To collect some baseline travel and safety information to evaluate the benefits of our reflective gear giveaway campaign in the future.
<b>Second survey – sent via automated email one month after collection of reflective gear</b>		
Participating individual	Self-reported active travel habits and feelings Optional for prize draw	To evaluate the audience for, and the benefits of, our reflective gear giveaway campaigns. If selected, to enable a participant to win a prize draw for supermarket vouchers and to contact them.

## What if you do not provide us with the information requested?

If you do not provide us with your email address, you will not be able to participate in our survey or enter the prize draw for a \$100 supermarket voucher and receive the prize.

## Using your information

We will only use the personal information provided to us:

- For the purpose(s) you provide that information
- For other reason(s) permitted by the Privacy Act 2020 (e.g. with your consent, for a directly related purpose, or where the law permits or requires this use).

## **Providing your information to others**

We will analyse your collected information to produce a report containing aggregated non-personal information and may include some verbatim comments (which will be anonymised as far as possible). This report may be shared with other territorial authorities in the Wellington Region.

## **Further Information**

For further information about how Greater Wellington handles your personal information including how to request a copy please refer to [Greater Wellington's Privacy Statement](#).