NEW ZEALAND
MEDIA AND
ENTERTAINMENT

THIRD PARTY ACCESS TO INFORMATION

NZME may use and disclose your personal information in accordance with our privacy policy, which is located here. This page forms part of our privacy policy and contains details of third parties who may access information that relates to your use of our websites. It also provides information about the purposes for which this information may be used.

NZME currently contracts with the following service providers who may be provided with information about you. This will usually be anonymous information, but may include personally identifiable information in some cases. Whether your information is provided to some or all of these entities will depend upon which NZME website you are using, your computer settings (including for example whether you permit cookies), and in some cases upon the information you choose to provide.

Major Analytics Services
- Nielsen Online
- Chartbeat
- Google Analytics
- Brightcove
- Lotame
- New Relic
- Bombora

Advertisement Services
- Google Ad Manager
- Outbrain
- Facebook Connect
- LinkedIn
- Pubmatic
- Xandr
- Index Exchange
- Rubicon
- Unruly
- OpenX
- Liveramp
- Anyword
- Twitter

Social
- Facebook
- Twitter
- Google+
- LinkedIn

Miscellaneous
- iHeartRadio
- Braze

A detailed description of these third parties and the services they provide is set out below.

MAJOR ANALYTICS SERVICES

Nielsen Online

We use Nielsen Online's website measurement software and system to assist in tracking traffic patterns to and from our sites, aggregating anonymous information about visits to our sites, and to randomly and anonymously survey users of our sites. Nielsen is a leader in interactive measurement technologies and market research and its system is an accepted standard amongst major New Zealand internet sites. The Nielsen system is used to collect information on our network such as the number of pages viewed, the number of unique visitors, how long these visitors spend on the website when they do visit, and common entry and exit points into and from the website. Random anonymous surveys are also used to collect further information about our users.

This non-personal information is aggregated by Nielsen Online and provided to us to assist in our analysis of NZME websites. The Nielsen Online data is also accessible by media organisations and research companies for the purpose of conducting industry comparisons with other websites. All our pages are coded with a small piece of Nielsen Online code that is transparent to you when you read that page. The software stores a cookie in your browser (if you have enabled cookies) which contains a unique identifier to allow us to track the number of unique visitors to our websites. This information is collected and aggregated by Nielsen Online and in no way can you be identified personally, and no personal information is stored about you. For further information about Nielsen Online, click here, and for details of Nielsen Online's privacy policy and how to opt out, click here.

Chartbeat

Chartbeat is an internet technology company that provides real-time website analytics to monitor content performance. It collects anonymous user data to provide information about how our website is being used and gives NZME an indication of the content that is of most interest to our website visitors. This includes what pages users are clicking on, how long users spend on each page, whether users are commenting on a page, and whether users are scrolling down pages they click on. This information allows us to provide content that is more useful and relevant for the users of our websites.

Chartbeat may set cookies on behalf of NZME.

For details of Chartbeat's privacy policy, please click here.

Google Analytics

Google Analytics is the most widely used website statistics service globally. It collects anonymous information to provide NZME with data about how people are using NZME websites, including details about website traffic and website performance.

Google Analytics is implemented with page tags that collect information when visitors view a NZME website. Google Analytics may also use cookies to store information such as whether a user has been to the website before, the timestamp of the visit and the referrer site that directed the visitor to the website.

For more information about Google Analytics, please click here.

Brightcove

Brightcove collects anonymous information about users of the website to provide video marketing and performance metric services. This may include information regarding:

1. Identification of the source of traffic to the website, including whether this has come from a referral or a search by the users.
2. Domain of playback of the video content (e.g. nzherald.co.nz) and individual display URL.
3. Geographic location of the user, including their country, state, and city.
4. Type of device and operating system used for video playback.
5. Engagement – number of unique viewers per day.

Lotame

Lotame is a marketing technology company, which uses a proprietary, web-based Data Management Platform (DMP). The DMP collects, organizes, segments and uses anonymous online data to reveal

unique insights about our users to enable the delivery of advertising and content customized to match users' interests. Lotame's rules-based data collection collects multiple data points per page across desktops, smartphones and tablets.

For more information about Lotame's Privacy Policy, click here, and to specifically opt-out of Lotame data collection, click here.

Bombora

Bombora is a B2B marketing technology company, which uses proprietary data to match website users to a company. Bombora's primary source of data is collected from a proprietary 'Data Cooperative (Data Co-op)' of B2B websites of publishers, marketers, agencies, technology providers, research and event firms that contribute content consumption data to a pooled data set that details buyer intent. Bombora does not collect any personal information. NZME uses Bombora B2B data to enable the delivery of content and advertising customised to match the interests of companies visiting our website.

For more information about Bombora's Privacy Policy, click here, and to find out more about Bombora's data collection click here

New Relic

New Relic provides an analytics service that is used to monitor the technology infrastructure used to run NZME websites. New Relic collects information such as data related to a user's browser, device or internet connection in order to provide diagnostic information for various uses such as diagnosing technical issues with NZME websites or services.

More information about the New Relic privacy policy can be found here

Landmarks ID

Landmarks ID is a mobile location intelligence platform that collects anonymous information such as app usage and location information through a geographic point of interest network. This information is used via aggregated customer segments to enable NZME to better understand user interests and to deliver more relevant marketing and advertising communications. More information on Landmarks ID can be found at https://www.landmarksid.com/about.html.

ADVERTISEMENT SERVICES

Google Ad Manager

Google Ad Manager is an advertisement delivery and management service utilised by NZME. Google Ad Manager may collect information such as geo-location data about the users of NZME websites, data related to the user's device or internet connection and analytics data about the advertisements those users view or click on. The collected information is anonymous and will not identify any particular user.

For more information on Google's advertising policies please visit https://policies.google.com/technologies/ads

Outbrain

Outbrain provides a user interface service that displays content recommendations and paid promoted content to website users and allows users to navigate to destination pages using those recommendations. Content recommendations and paid promoted content recommendations are made based on anonymous information collected about users through cookies. This service allows the links that are displayed to be those which are most relevant to each user, which improves the experience offered to users. Outbrain's current privacy policy is available at http://www.outbrain.com/legal/privacy.

Facebook Connect

Facebook connect is designed to make it easier for registered users of Facebook to use their online identity on other websites (including certain NZME websites) and share content with their Facebook friends. Content will only be shared on your Facebook page if you choose to do so. Your personal privacy settings on your Facebook page will govern who may see such content.

Facebook's terms and conditions apply to any content you post to Facebook. We recommend you check these terms, and your privacy settings, before posting content.

Pubmatic

Pubmatic provides advertising optimisation services. These services include monitoring the number of views, clicks or engagements with advertisements that are shown on NZME websites, and using this to ensure that advertisements are best tailored to viewer's interests. Information that is collected about users and disclosed to Pubmatic may include precise geo location and user device identification. By using a NZME website, users consent to this information being collected.

NZME websites use PubMatic's Sell-Side Platform services. To read more about how Pubmatic uses cookies or to opt out of PubMatic's cookie usage, please visit https://pubmatic.com/legal/privacy-policy

Rubicon Project

Rubicon Project provides a digital advertising technology platform. In providing this service Rubicon collects identifiers such as a user's IP address, cookie identifiers, and mobile device identifiers. Rubicon may also collect information about a user's activity online. By using a NZME website, users consent to this information being collected.

To read more about how Rubicon collects information or to opt out of Rubicon cookie usage, please visit https://rubiconproject.com/rubicon-project-advertising-technology-privacy-policy/

Xandr

Xandr provides an advertising technology that allows advertisements to be served that may be of greater interest to users.

Xandr may collect information about a user's browser, device, location information and user's activity on NZME websites. By using a NZME website, users consent to this information being collected.

To read more about how Xandr collects information and to learn more about your opt-out choices, please visit https://www.xandr.com/privacy/platform-privacy-policy/

Index Exchange

Index Exchange provides a web-based advertising exchange platform that allows tailored advertisements to be served to users,

Index Exchange may collect information about a user's browser, IP address, geo-location data, mobile device identifiers and other similar identifiers. By using a NZME website, users consent to this information being collected.

To read more about how Index Exchange collects information and to learn more about your opt-out choices, please visit https://www.indexexchange.com/privacy/

Unruly

Unruly serves and distributes video and non-video content online.

Unruly may collect information about a user's browser, device, location information and a user's activity on NZME sites. By using a NZME website, users consent to this information being collected.

To read more about how Unruly collects information and to learn more about your opt-out choices, please visit https://unruly.co/legal/privacy/

OpenX

OpenX Services provides a web-based advertising platform that enables ads to be shown to users that may be relevant to their interests.

When you visit one of NZME's websites or apps, OpenX may collect, process and share data about you or your device to show you ads they believe will be relevant to you. This information is limited to device identifiers and other identifiers consisting of a random series of letters and numbers. OpenX does not collect a user's name, contact information or any other information that directly identifies a user. By using a NZME website, users consent to this information being collected.

To read more about OpenX and to learn more about your opt-out choices please visit https://www.openx.com/legal/privacy-policy/

Liveramp

LiveRamp's Authenticated Traffic Solutions (ATS) provides a privacy-centric and transparent solution for people-based advertising. ATS enhances addressability for publishers while providing visibility and control for individuals. ATS allows publishers to match user data with a LiveRamp IdentityLink in real time, enabling people-based advertising on authenticated, cookieless inventory across the internet. To learn more about LiveRamp please visit https://liveramp.com. If you'd like to opt out, please visit https://liveramp.com/opt_out/

LinkedIn

The LinkedIn Insight Tag is a piece of lightweight JavaScript code that enables in-depth campaign reporting and helps us unlock valuable insights about our website visitors.

The LinkedIn Insight Tag enables the collection of metadata such as IP address information, timestamp, and events such as page views. All data is encrypted. The LinkedIn browser cookie is stored in a visitor's browser until they delete the cookie or the cookie expires (there's a rolling six-month expiration from the last time the visitor's browser loaded the Insight Tag).

You can opt out of cookies from LinkedIn on your LinkedIn settings page. To learn more about LinkedIn's Cookie Policy and your opt-out choices please visit https://www.linkedin.com/legal/cookie-policy .

Anyword

Anyword provides a content optimisation service that allows content that may be of interest to users to be promoted via Facebook. Anyword utilises anonymous online data collected via a Facebook Pixel to reveal unique insights about our users to enable the delivery of content customized to match users' interests on Facebook. To learn more about Anyword's Privacy Policy, click here.

You can opt out of Facebook's pixel in on your Facebook settings page.

To learn more about Facebook's Pixel Policy and your opt-out choices please visit https://www.facebook.com/business/m/privacy-and-data

Twitter

Twitter services use cookies and similar technologies, such as pixels and local storage, to provide a better, faster, and safer experience. Twitter services include, but are not limited to, their website, applications, APIs, buttons, widgets, pixels, email communications, and any other service that links there.

The main use of these cookies and pixels are to deliver and personalize ads and marketing campaigns, make them more relevant to you based on criteria like your activity on Twitter and visits to ad partners' websites, as well as to understand the effectiveness of these marketing efforts to measure performance.

You can manage your privacy settings and other options to control cookies and the use of cookie data. To learn more about Twitter's Cookies Policy, please visit https://help.twitter.com/en/rules-and-policies/twitter-cookies.

SOCIAL

NZME websites will often allow users to share content on social media by including the following icons on content:

- A Facebook share button
- A Twitter widget (button)
- A Google+ '+1' button
- A LinkedIn widget
- A Reddit widget

To share content on social media you will be required to have registered with that social media platform and have a social media page on that platform's website. No content will be shared on your social media page without you actively clicking on one of the icons listed above. These social media services are subject to their own terms and conditions and privacy policies and we do not control the practices of these third parties. We recommend that you check any relevant privacy policies before providing your page.

MISCELLANEOUS

iHeartRadio

NZME is the exclusive authorised licensee in New Zealand of iHeartRadio, a service owned and operated by iHeartMedia, Inc. in the United States. Any information provided by you using the iHeartRadio App or website will be either communicated directly to iHeartMedia, Inc. as operator of iHeartRadio or may be communicated by NZME to iHeartMedia, Inc. In the event that such data is transferred it will continue to be governed by the NZME Privacy Policy and the iHeartRadio privacy statement, available here.

Sharing information, such as comments or song history, via social media will require the transfer of information to a third party website. Engaging the iHeartRadio service through social media may lead to additional information being collected about you from your social media page, such as your 'friends' list.

The collection of data for iHeartRadio will enable NZME to adapt our content according to your interests and demography. If you do not want to receive the benefits of targeted advertising then please discontinue using the iHeartRadio service.

Braze

Certain NZME websites use the Braze application for the delivery of various information and services to users.

The following end-user information may be collected and disclosed to Braze, and by using an NZME application you consent to this use and disclosure:

a) Device information - information about the end user's mobile device, including platform information;

b) Application information – information about applications, including which applications an end-user is using, how those applications are used, and how long they are used for; and

c) Network information – including end-user's IP address, network carrier and country code.

Any information provided by users to NZME via Braze is governed by the NZME privacy policy, but is also subject to the Braze privacy policy available at https://www.braze.com/privacy/.