

Rhema Media

DIGITAL PRIVACY POLICY

Last updated: 4 February 2025 Rhema Media, Incorporated.

(**Rhema Media** , **us** , **our** , **we**) is committed to protecting your privacy. In this regard, Rhema Media is committed to maintaining your trust and confidence as well as to provide you with the best possible experience when visiting our websites, listening to our radio and television programmes and reading our publication. Thus, Rhema Media provides this online privacy policy to make sure that you are aware of our security practices and to inform you of what personal data we collect, how we may use your personal data, and to whom we may disclose your personal data.

By visiting our websites, using our services or otherwise providing your personal data to Rhema Media, you accept the terms of our privacy policy and authorise the collection, use and disclosure of your personal data.

You may choose not to provide certain information to us, but then you may not be able to take advantage of many of our features on Rhema Media websites or access our products and services.

If you do not agree with this privacy policy, then you should immediately stop visiting our websites, using our services and not provide any more personal data to Rhema Media.

The terms of this policy apply to all websites, broadcasting networks and publications owned or operated by Rhema Media, and any products and services provided to you by Rhema Media from time to time.

Rhema Media websites (including associated apps), broadcasting networks and publication include:

rhemamedia.co.nz
lifefm.co.nz
rhema.co.nz
star.net.nz
shinetv.co.nz
thewordfortoday.co.nz
wordforyoutoday.co.nz
yoursanctuary.co.nz
Rhema
Star
Life FM
Sanctuary
Shine TV
The Word For Today
Word For You Today

For the purpose of this privacy policy, personal data means information about you, an identifiable individual.

What personal data does Rhema Media collect about you?

The personal data we collect depends on how you interact with us, the websites you use, and the choices you make. In general, the types of information we collect include:

- Personal details you give to us by filling in forms on our websites (like when you register for a user account on one of our websites) or when interacting with us;
- Records of any communication between us;
- Details of when you visit our websites, where you are located, what you look at and how you got there (like if you clicked through from an email we've sent you or from an online ad);
- Computer information like your IP address, operating system and browser type;
- The website that referred you to us and access times;
- Navigational information, including the links you click and other actions you take on our websites;
- If you make a purchase or donation, we can also collect credit card numbers and other payment information; and
- Any other information that you provide to us through any medium.

How Rhema Media collects personal data from you. Information you provide directly. We collect personal information that you provide directly to us when you:

- Submit information to us in response to our request for information (eg. e-mail newsletters, contact forms, request forms, etc.);
- Submit information to us to request services or products (eg. requesting a free offer, requesting devotional material or a prayer request);
- Make a donation; and
- Sign up for an account with any Rhema Media website.

If you provide any personal data about another person (eg your friends or family members) to us, then you warrant that you have that person's authorisation to disclose their personal data to Rhema Media.

Information collected automatically - Cookies.

Rhema Media collects certain kinds of information through the use of cookies , such as the website that referred you to us, your IP address, browser type and language, and access times. We also may collect website navigational information, including information about the pages you view, the links you click, and other actions taken in connection with our websites. Our use of cookies is discussed in more detail in the Use of Cookies and Other Technologies section below.

Third-party sources.

We may also obtain information from third party sources. These third-party sources include:

- Rhema Media affiliates (as listed on RhemaMedia.co.nz) (Affiliates);
- Data brokers where we purchase demographic data to supplement the data we collect;
- Applications and services, such as social networks that make users' information available to others;
- Service providers that help us determine your device's location based on its IP address to customise certain products and services to your location, interests and preferences;
- Partners with which we offer co-branded services or engage in joint marketing activities; and
- Publicly available sources, such as open government databases or other data in the public domain.

We may combine your personal data collected across all of these above sources. Remember, you can always choose not to provide your personal information, but if you choose not to, then you may not be able to use our websites or our products and services.

Use of Your Personal Data

Rhema Media uses your personal data for purposes described in this privacy policy or otherwise advised to you from time to time. For example, we use your personal data to:

- Provide and deliver products and services to you, including troubleshooting, improving, and personalising those products and services;
- Operate and improve our websites, publications, television and radio programmes;
- Improve and maintain our internal operations and security systems;
- Understand you and your preferences to enhance your experience when using our websites, reading our publications, watching and listening to our television and radio programmes, including making recommendations about programmes that you may be interested in, letting you save your account settings and favourite programmes;
- Process your donations, account subscriptions and other transactions;
- Provide customer service to you and respond to your questions;
- Perform research and analysis aimed at improving our products, services and technologies;
- Send you information, including confirmations, invoices, technical notices, updates, security alerts, IT support and administrative messages;
- Communicate with you about our new products, services offers, promotions, rewards, competitions, upcoming events, and about the products and services of our selected partners and Affiliates (see the Choice and Preferences section of this privacy policy for how to change your preferences for promotional communications); and
- Display content, including advertising, that is customised to your interests and preferences. In carrying out these purposes, we combine data we

collect from different sources to give you a more seamless, consistent, and personalised experience.

Sharing of Your Personal Data

Rhema Media will only disclose your personal data to a third party if that disclosure is one of the purposes in connection with which your personal data was obtained.

Service providers

We may share your personal data with service providers who perform services on our behalf. For example, we may hire other companies to handle the processing of payments or donations made by you, to provide data storage, to host our websites, to fulfil orders and shipments, to assist in direct marketing, analyse your interests and preferences and to conduct audits, etc. Those companies will be permitted to obtain only the personal data they need in order to provide their services to Rhema Media. They are required to maintain the confidentiality of the information that we provide to them and are prohibited from using it for any other purpose outside the performance of the services. Rhema Media maintains contracts with these third parties requiring their treatment (access, use, disclosure and security) of personal data to be consistent with our obligations under the law.

Affiliates

We may share your personal data with our Affiliates who are located in New Zealand and overseas countries. We work with our Affiliates to develop products, services and content that are interesting and relevant to our viewers, listeners and readers. Rhema Media will take reasonable steps to prevent the unauthorised use or disclosure of personal data by its Affiliates.

Other third parties

Personal data about our viewers, listeners and readers may be disclosed as part of any merger, transfer, divestiture, acquisition, or sale of all or a portion of Rhema Media, as well as in the unlikely event of insolvency, bankruptcy, or receivership. We will notify you if this happens - see the Changes to This Privacy Policy section below.

Required by law

We may disclose your personal information if we believe that is necessary to comply with a legal process or obligation, respond to claims, or protect the rights, property or safety of our members, employees, customers, or the public. Where required by law we will notify you if we do this.

Use of Cookies and Other Technologies

We strive to make our websites user-friendly and relevant. Our goal is to deliver more personalised products, services and content to you. To achieve this, Rhema Media uses cookies and other technologies like pixel tags, web beacons and similar technologies to enable you to sign in to our services and to help personalise and improve your online experience on Rhema Media websites.

Cookies are small text files that get placed on your browser or app (if you've enabled Cookies) by websites that you visit. They contain a unique identifier to track the number of unique visitors to our Rhema Media websites. Most websites use Cookies in order to make their websites work correctly or more effectively. They are also used to provide certain analytical information to the owners of the website and/or to third parties.

The essential and analytics Cookies outlined below may be placed on your computer browser or app when you first visit our websites. They do not record any personally identifiable information. All other Cookies will be blocked until you give us your consent. This does mean, however, that parts of our websites may not function as expected if you decline.

You can accept our Cookies when you press Accept or when you create an account on any of our websites. The information below outlines in more detail the Cookies we use and explains why we use them.

Cookies offer you many conveniences and help make our content more relevant to you:

We use Cookies for a variety of legitimate purposes, such as:

- To allow us to identify registered users when they return to any of our websites so that they can see previous searches on the website, access content and set and adjust preferences;
- To save you time by eliminating the need to repeatedly enter the same information;
- To enable us to see what actions you take on our websites and other websites. This allows us to deliver personalised content to you and other users, including search results and interest-based targeted advertising on our websites and other websites that you may visit, such as Facebook and Instagram;
- Help protect your security by checking your log-in details when you sign into your Rhema Media account, this may also help prevent fraud;
- Measure and analyse total usage and volume statistical information from our website users for a range of things including the activity of the user browser when the user is visiting the website, the site path of users, general information regarding the user's internet service provider and host, and the time users come to our website;
- Remember our users' previous search of products, services and content, and dynamically display more relevant content to them;
- Record users' behaviour on our websites, such as webpages visited, emails clicked, forms completed and products and services purchased to create

customised advertisements and communications that better meet your needs;

Evaluate user traffic and behaviour on our websites to compile activity reports;

Conduct research and diagnostics to improve our products, services and contents; and Identify users arriving at our websites via a referral from a website of our Affiliate or sponsored web link.

Analytics.

Our websites may include Cookies from third-party service providers. In some cases, that is because we have hired the third party to provide services on our behalf, such as website analytics. For this purpose, Rhema Media works with various third-parties like Instagram, Facebook and Google to see what actions you take on third party websites to deliver our personalised ads to you via third party websites. We use demographics and Interest reporting features in Google Analytics to inform our requests to our service providers.

We use Google Analytics and Google Tag Manager to anonymously track users on our websites, collect information like which pages were visited, how long was spent there, and whether or not a donation was made. This information helps us to improve our websites to give you a better experience. Google's ability to use and share information collected by Google Analytics about your visits to our websites is governed by Google Analytics Terms of Use and the Google Privacy Policy.

Choice and Preferences

Rhema Media respects your right to make choices about the use and disclosure of your personal data, as well as request access or correction to your personal data. You can therefore take the following actions as set out below:

Access, correction, and deletion

If you wish to request access to, or correction of, certain personal data about you that we hold, please contact Rhema Media at admin@rhemamedia.co.nz. However, to the extent permitted by applicable law, we reserve the right to charge a fee, or decline requests that are unreasonable, excessive, prohibited by law, could adversely affect the privacy or rights of another person, or where we are unable to authenticate you as the person to whom the data relates.

Marketing Emails

If you do not wish to receive marketing emails, you can opt out and/or unsubscribe from our emails and mailing lists by adjusting your marketing preferences as follows:

- 1) sending an email to admin@rhemamedia.co.nz; or
- 2) follow the unsubscribe directions at the bottom of one of our marketing emails.

Please note, if you choose not to receive marketing emails, you can still continue to receive transactional or account emails (e.g., donation confirmations and membership updates).

Cookies

You can accept or decline Cookies at any time. Most browsers automatically accept Cookies, but you can modify your browser setting to decline Cookies. Please be aware that our websites are optimally designed to operate with Cookies enabled in your internet browser. If you choose to decline Cookies you may not be able to sign in or use other interactive features of our websites and services that depend on Cookies. This may negatively impact your experience of our websites. For further details, please consult the help menu in your internet browser or the documentation that came with your device.

Storage and Retention of Personal Data

We retain personal data for as long as necessary to customise our content (in any media) to your preferences and interests, to provide our products and services to you, administer your account with Rhema Media and fulfil the transactions you have requested (including your donations), or for other essential purposes such as complying with our legal obligations, resolving disputes, and enforcing our agreements with you.

Security of Your Personal Data

The security of your personal data is important to us. We take appropriate and reasonable steps designed to help protect your personal data from unauthorised access, use, disclosure, alteration, and destruction. For instance, in some cases we encrypt that information in transit using secure socket layer (SSL) technology.

No method of transmission over the internet, or method of electronic storage, is 100% secure. Therefore, while we strive to protect your personal data, we cannot guarantee its absolute security.

If a password is used to protect your account and personal data, it is your responsibility to keep your password confidential.

We protect information obtained from third parties according to the practices described in this privacy policy, plus any additional restrictions imposed by the third-party source.

Links and Social Media

We may link to third party websites, including those of our third-party content providers or distributor network, that have different privacy policies and practices from our privacy policy. We assume no responsibility for the policies or practices of those linked websites and encourage you to become acquainted with them prior to use.

On some pages of Rhema Media websites, you will be able to share your personal information with third parties, such as social networks like Facebook and Instagram. In these instances, you are agreeing to the information being shared with those third parties and the shared information is subject to the privacy policies of the third party. We do not control and do not assume any responsibility for the use of your personal data by third parties. For more information about the third party's purpose and scope of their use of personal data in connection with sharing features, please visit the privacy policies of those third parties.

Changes to This Privacy Policy

We reserve the right to change the terms of this privacy policy at any time when necessary to reflect changes in our products and services, how we process personal data, or due to changes in the law. When we make changes, we will revise the last updated date at the top of this policy and notify you by posting the amended privacy policy on our websites and, if reasonably practical, email you at the email address you have provided to us. We encourage you to review this privacy policy whenever you visit one of our websites.

Contact Information

If you have a privacy concern, complaint, or question, or would like to request access or correction of your personal data, please contact Rhema Media at admin@rhemamedia.co.nz.