

Privacy policy

Prime Finance Limited (Prime, we, us or our) is committed to protecting your personal information and complying with the Privacy Act 2020.

This policy explains the types of personal information we collect, how we use and protect it, who we may share it with, and your rights in relation to that information.

Information we collect

The personal information we collect will depend on your relationship with us, but may include:

- your name, contact details, date of birth and identifying information;
- financial and commercial information relevant to an application for finance;
- bank account and transaction information;
- credit history and credit reporting information;
- information about property, assets, liabilities, guarantees and security interests; and
- other information reasonably required to assess, administer or manage lending.

Where identity verification is completed through AML Solutions Limited (AMLHUB), they may collect additional identity information directly from you, including biometric identity data. Prime does not collect biometric identity data itself.

How we collect your information

We usually collect personal information directly from you.

We may also collect information from other sources where this is necessary to assess or manage lending, verify information you have provided, comply with our legal obligations, or protect our lending and security interests.

These sources may include credit reporters, financial information providers, government agencies and publicly available registers.

Where applicable, further information about the specific sources we use and the information we may collect from them is provided in our **Privacy Consent and Authorisation**.

We may also receive personal information from another person or organisation where you have authorised them to provide it to us.

Why we collect and use your information

We may collect and use personal information to:

- assess applications for finance and manage credit risk;
- verify your identity and other information you provide;
- comply with our obligations under the Anti-Money Laundering and Countering Financing of Terrorism Act 2009 and other applicable laws;
- administer loans, guarantees and security arrangements;
- manage our operational, funding, audit and risk-management requirements; and
- establish, protect or enforce our legal and security rights.

If we cannot obtain information that we reasonably require, we may be unable to assess an application, provide finance or continue a lending relationship.

Who we may share your information with

We may disclose personal information where this is reasonably necessary for the purposes described in this policy.

This may include disclosure to:

- AML Solutions Limited/AMLHUB and other service providers used to verify information or meet our legal obligations;
- credit reporters;
- our banks, funders, insurers, accountants, lawyers, auditors and other professional advisers;
- debt collection agencies;
- liquidators, receivers and other insolvency practitioners;
- assignees or potential assignees of our lending or security rights; and
- another lender or finance provider where you have agreed to us referring your application to them.

Where authorisation is required, this is obtained through our Privacy Consent and Authorisation or otherwise directly from you.

How we protect and retain your information

We use reasonable technical and organisational safeguards to protect personal information against loss, unauthorised access, use, modification or disclosure.

These safeguards include secure cloud-based storage, access controls and multi-factor authentication.

Where we use external service providers such as AMLHUB, we take reasonable steps to use the services of providers with appropriate information-security safeguards.

We retain personal information only for as long as it is required for the purposes for which it was collected, including any applicable legal or regulatory record-keeping requirements.

Your privacy rights

You have the right to ask for access to the personal information we hold about you and to ask us to correct it if you believe it is incorrect.

We may need to verify your identity before providing access to personal information.

Requests for access or correction can be made to our Privacy Officer:

Email: stephanie@primefinance.co.nz

If we decline a request to correct personal information, you may ask us to record a statement of correction with the information concerned.

Privacy concerns and complaints

If you have a concern about how we have collected, used, stored or disclosed your personal information, please contact us so that we can investigate it.

You may also use the dispute resolution procedures available on our website.

If you wish to raise a privacy concern or potential privacy breach with our independent investigator, you can contact:

Email: office@businessfinance.co.nz

You also have the right to make a complaint to the Office of the Privacy Commissioner.

Contact us

If you have any questions about this policy or how we handle personal information, please contact our Privacy Officer:

Prime Finance Limited

Email: stephanie@primefinance.co.nz

Address: 1201/9 Princes Street, Auckland