

This Privacy Policy explains how MagCo collects, uses, stores, and protects your personal information when you use our website, engage our services, or interact with our platforms. We are committed to handling your information responsibly and in accordance with the New Zealand Privacy Act 2020.

1. Information We Collect

- We collect information that you provide when you get in touch, engage our services, or interact with our website and platforms. This may include:
 - **Contact and business details** — your name, email address, phone number, and company information, provided when you fill in our contact form, subscribe to our newsletter, or book a consultation.
 - **Project and campaign content** — materials you share with us to deliver our services, such as brand assets, website content, advertising copy, audience data, knowledge base documents, and campaign briefs.
 - **Platform and usage data** — when using our software products (including Genesis CRM or AI solutions delivered through our EnvokeAI platform), we may collect usage data such as conversation logs, lead details, call transcripts, CRM records, and analytics.
 - **Communications** — we may record or log support interactions and project communications to maintain accurate records and ensure quality of service.

2. How We Use Information

We use your information to deliver and improve our services — including website development, SEO, paid advertising, branding, AI solutions, CRM implementation, and our Virtual Marketing Department.

Specifically, your information may be used to: deliver contracted services and provide ongoing client support; operate and optimise AI tools, chatbots, and voice agents configured for your business; process payments and manage billing; communicate with you about projects, reports, and campaign performance; meet our legal and regulatory obligations; and generate anonymised, aggregated performance insights.

We do not sell or rent your personal information to third parties. Your data is used solely to serve you and operate our business. Where you provide third-party API keys (for example, for ad platforms, CRM integrations, or AI providers), these are used exclusively to connect your chosen services and remain under your control.

3. Storage & Retention

MagCo stores client data on secure cloud infrastructure. All data is encrypted at rest and in transit using HTTPS/TLS protocols.

We retain personal information and project data for as long as necessary to deliver our services and meet our legal obligations. For AI platform data — such as conversation logs and call transcripts managed through EnvokeAI — the default retention period is 90 days, unless a different period is agreed in your contract. Longer or shorter retention periods can be arranged to suit your business requirements.

When a client engagement concludes, we will retain records as required by law and then securely delete or anonymise personal information that is no longer needed.

4. Sharing & Third Parties

We only share your data with trusted third-party service providers where necessary to deliver our services. This may include cloud hosting and infrastructure providers, payment processors (such as Stripe), advertising platforms (such as Google and Meta) used in running campaigns on your behalf, and AI technology providers integrated into your solutions.

All third-party providers are bound by strict confidentiality and data security obligations. We conduct due diligence to ensure they meet appropriate privacy and security standards.

Your data is never shared with third parties for marketing or commercial purposes unrelated to your engagement with us.

5. Your Rights

Under the New Zealand Privacy Act 2020, you have the right to access the personal information we hold about you, request corrections to any inaccurate data, and ask us to delete information we no longer have a lawful basis to retain.

You may also request that we restrict how we process your data, or ask for a portable copy of your information.

To exercise any of these rights, please contact us at brand@magco.co.nz. We will respond within a reasonable timeframe and no later than 20 working days, in line with our obligations under the Privacy Act.

If you are not satisfied with how we have handled your personal information, you have the right to make a complaint to the Office of the Privacy Commissioner (privacy.org.nz).

6. Cookies & Tracking

Our website uses cookies and similar tracking technologies to support site performance, understand how visitors interact with our content, and maintain secure sessions. This may include first-party cookies set by our website platform, as well as third-party tools such as Google Analytics.

Where we manage advertising campaigns on your behalf, ad platforms such as Google and Meta may use tracking pixels or tags on your website to measure performance. We discuss and agree on appropriate tracking arrangements as part of our onboarding process.

You can manage or disable cookies through your browser settings. Please note that doing so may affect the functionality of some features on our website or platforms.

7. Data Security

We take the security of your information seriously. Our approach includes encryption of data at rest and in transit, access controls that limit data access to authorised personnel only, and regular security reviews of our systems and processes.

All MagCo team members are required to follow strict confidentiality obligations. We do not store sensitive credentials in unsecured locations and use industry-standard practices for managing access to client systems and third-party platforms. In the event of a data breach that poses a risk of harm, we will notify affected individuals and the Office of the Privacy Commissioner as required under the Privacy Act 2020.

8. Updates to This Policy

We may update this privacy policy from time to time to reflect changes to our services, technology, or legal requirements. When we do, we will update the "Last updated" date at the top of this page.

For significant changes that materially affect how we handle your personal information, we will notify current clients directly, by email or through our project communication channels, where appropriate.

We encourage you to review this policy periodically to stay informed about how we protect your information.

9. Contact Us

If you have any questions about this policy or how MagCo handles your personal information, please get in touch. We're here to help.