

The Spruce Company – Privacy Policy

Effective date: 6 June 2026

The Spruce Company Limited (NZBN 9429052148194), trading as Spruce, Spruce Cleaning, Spruce Home, or The Spruce Company (we, us, or our) understands the importance of protecting your personal information. This Privacy Policy sets out our commitment to protecting the privacy of personal information provided to us or otherwise collected by us when providing our website and related services (Services) to you.

This Privacy Policy is governed by the Privacy Act 2020 and any other applicable New Zealand privacy laws (Privacy Laws).

This Privacy Policy explains:

- The types of personal information we may collect about you
- How we might collect your personal information
- How we may use and disclose your personal information
- How we store your personal information
- Our use of cookies and analytics tools in connection with our Services
- Your rights to request access to and correction of your personal information
- How to contact us if you have questions or concerns

Personal Information

Personal information means information about an individual that identifies them or could reasonably identify them, including names, email addresses, phone numbers, addresses, or other contact or identity details. Aggregated, anonymised, or statistical data that cannot reasonably identify you is not considered personal information under this policy.

The Personal Information We Collect

We may collect the following types of personal information:

- **Identity Data:** Full name; date of birth (collected only where needed, for example for job or contractor applicants)
- **Contact Data:** Billing and delivery address, email, phone number
- **Financial Data:** Bank account or payment card details, handled by third-party payment processors (such as Stripe); we do not store full card details
- **Transaction Data:** Payments made, services booked, purchase history
- **Technical and Usage Data:** IP address, browser type, session data, device info, GPS or approximate location (where collected through an app, booking tool, or service system), browsing behaviour, cookies, referral sources
- **Profile Data:** Login credentials, service preferences, communication history, booking history
- **Marketing and Communications Data:** Your preferences for receiving marketing or updates from us or third parties

- **Professional Data:** If you apply for work with us, your employment history, qualifications, and references
- **Requested Data:** Any additional information provided by you or requested by us during service delivery

How We Collect Personal Information

We collect personal information in the following ways:

- **Directly from you:** via account registration, online bookings, contact forms, live chat, phone calls, and emails
- **Indirectly:** from your use of our website, including cookies and browser interactions
- **Third parties:** such as analytics providers (e.g. Google), payment gateways, marketing tools, or public records (e.g. NZ Companies Office, LinkedIn)

How We Use Personal Information

We may collect, hold, use, and disclose personal information to:

- Provide, operate, and manage our Services
- Create and manage your account
- Process bookings, invoices, and payments
- Communicate with you about services or enquiries
- Conduct business and performance analytics
- Market our services (in accordance with NZ marketing laws)
- Verify your identity and prevent fraud or misuse
- Manage employment or contractor applications
- Comply with legal obligations or enforce our rights

Disclosure of Personal Information

We may share your personal information with:

- **Third-party service providers:** such as cleaners, IT providers, cloud storage, web hosts, marketing platforms, debt collectors, and payment processors
- **Internal teams and related entities:** employees, contractors, and franchisees
- **Business partners or acquirers:** in the event of a sale, merger, or business transfer
- **Legal authorities or regulators:** as required by law or to resolve disputes
- **Analytics providers:** e.g. Google Analytics – for how they use your data, visit: [Google's Privacy Policy](#)
- **Other parties:** where required or permitted by law

Overseas Disclosure

Some of our service providers may store or process your data outside New Zealand. Before disclosing any personal information overseas, we comply with **Information Privacy Principle 12**, and will ensure:

- You have consented after being informed the recipient may not be subject to NZ privacy laws
- The overseas party is subject to NZ law, a binding scheme, or comparable safeguards
- Or, we enter into a data transfer agreement that provides similar protections

Your Rights and Controls

- **Your choice:** By providing us personal information, you consent to its use as outlined in this Privacy Policy.
- **Third-party data:** If you provide us information about someone else, you must ensure you have their consent.
- **Access and correction:** You can request access to or correction of your personal data by contacting us. We may charge a fee in some circumstances and may legally refuse access in limited cases.
- **Unsubscribe:** To opt out of marketing emails or communications, use the opt-out link in our messages or contact us.
- **Complaints:** If you have concerns, contact us first. You may also contact the Office of the Privacy Commissioner (www.privacy.org.nz).

Storage and Security

We take reasonable steps to protect your data from misuse, loss, and unauthorised access or disclosure. These include physical, digital, and administrative security controls. However, no method of online transmission is 100% secure, and information shared over the internet is at your own risk.

Cookies

We use cookies to personalise your experience, monitor site usage, and deliver targeted advertising. Cookies do not identify you directly, but they can link data to your profile when you log in or interact with our site.

We use the following types of cookies:

- **Strictly necessary cookies:** Required for functionality (e.g. booking, login)
- **Analytical/performance cookies:** Track site use and help us improve functionality
- **Functionality cookies:** Remember preferences and enhance user experience
- **Advertising/remarketing cookies:** Used to deliver and measure targeted advertising (for example, through tools such as Google Ads, Meta Pixel, or Microsoft Clarity), where these are used

You can manage or block cookies via your browser settings. Disabling cookies may affect site functionality.

Links to Other Websites

Our site may link to third-party websites. We are not responsible for the privacy practices of these sites. We recommend you review their privacy policies before providing personal information.

Changes to This Policy

We may update this Privacy Policy at any time by publishing the revised version on our website. Please check our website regularly to stay informed of any changes.

Contact Us

If you have questions or concerns about this Privacy Policy or your personal information, you can contact our privacy officer at:



The Spruce Company Limited

Email: hello@sprucehome.co.nz

Website: <https://sprucehome.co.nz>