

# Our Values

## People – SMEs – Innovation – Local

### People

**We value people being able to live their lives freely without undue interference from others**

So, how does this value sit in relation to legislation and government policy?

New Zealand signed the 1948 Universal Declaration of Human Rights, subsequently enacted into legislation through the Bill of Rights Act 1990.

At GoPrivate, we go further. We align with relevant parts of Europe's Charter of Fundamental Rights as endorsed in 2007 at the Treaty of Lisbon, which includes:

- *Everyone has the right to respect for his or her private and family life, home and communications (Article 7, Respect for private and family life)*
- *Everyone has the right to the **protection of personal data** concerning him or her. Such data must be processed for **specific purposes** and **on the basis of consent** of the person concerned or some other legitimate basis laid down by law. Everyone has the right of **access to data** which has been collected concerning him or her, and the right to have it **rectified**. Compliance with these rules shall be subject to control by an **independent authority**. (Article 8, Protection of personal data)*

These principles were subsequently enacted into EU Regulation, known as the General Data protection Regulation (GDPR).

In New Zealand, the Privacy Act 2020 then came into being, aligning with Article 8. It could be argued that the Bill of Rights Act aligns with Article 7 as well; Europe's General Data Protection Regulation (GDPR) certainly does.

Also, in 2018, the New Zealand cabinet approved the Data Protection and Use Policy (DPUP) for government departments which requires greater respect for individuals and their choices and interests than is required by the Privacy Act 2020.

**We go further than mere compliance with the Privacy Act.** To align with our values, GoPrivate endorses the DPUP and endeavours to apply GDPR principles as far as relevant in New Zealand.

GoPrivate has the expertise to help our clients comply with New Zealand and International law and respect personal privacy by applying the Privacy by Design (PbD) approach advocated by International Association of Privacy Professionals (IAPP) and New Zealand's Department of Internal Affairs.

## SMEs

### **We want small and medium-sized business to succeed**

We understand and value small and medium sized enterprise in New Zealand. We believe you are the backbone of the New Zealand economy. We understand that you face compliance obligations and costs which often threaten your viability. So, you are forced to either take the risk of not complying or take on costs that either threaten your viability or get passed on to your customers.

GoPrivate was established to reduce your risks and do so as economically as possible. We also value your ability to choose how you manage your risks. So, we offer you choices about what you do in-house and what you want us to look after for you.

We know that our competitors are oriented towards big-business with bigger budgets. So, we keep our cost structure low, enabling us **to keep our prices low.**

## Innovation

### **We transform compliance into strategic advantage**

We can enhance your reputation and success by helping you demonstrate respect for your staff and customers.

- We can help you enhance your brand
- We can help you attract and retain great people

## Local

### **We are Kiwis supporting Kiwis and we understand the New Zealand environment**

We are a small New Zealand business ourselves. We have a Kiwi team; We speak with a Kiwi accent; We are in your time zone, with your culture, with your local knowledge and open 24/7.

- We want you to succeed
- We want New Zealanders to succeed
- We understand the New Zealand privacy context
- We understand the New Zealand employment and workplace context

**That's it – Simple! We are like you and we are here for you.**