

KANTAR

THE KANTAR
NEW ZEALAND
RESEARCH PANEL

12th May 2026



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A woman with blonde hair, wearing a dark blue short-sleeved shirt, is speaking and gesturing with her hands in a meeting. In the background, two other people are seated at a table, looking towards her. The setting appears to be a modern office or conference room.

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Privacy policy



Privacy policy

Research studies conducted via Kantar Insights New Zealand's (referred to as **KantarNZ**) Research Panel are professional studies undertaken on behalf of organisations that are interested in understanding what people think, feel, and do. We value your privacy and are committed to protecting your personal information.

KantarNZ upholds your rights to privacy under the **New Zealand Privacy Act 2020**. KantarNZ is also a member of the **Research Association of New Zealand (RANZ)** and conducts all research in accordance with the RANZ Code of Conduct and recognised market research best practice. This Privacy Policy applies specifically to the **KantarNZ Research Panel**. KantarNZ's overarching company Privacy Policy, which applies more broadly across our business activities, is available on our website:

https://www.kantarnewzealand.com/wp-content/uploads/2019/05/Kantar-New-Zealand_Privacy-Policy_v20230716.pdf

By choosing to join our Research Panel and by participating in surveys, you **acknowledge that you have read and understood** this Privacy Policy and agree to the collection and use of your personal information as described. You also consent to KantarNZ contacting you for **research-related purposes** via email, phone, or other reasonable communication channels.

Kantar Insights New Zealand Limited (**KantarNZ**) operates the Research Panel and acts as the **data controller** for all personal information collected for research purposes.

Where panel members elect to receive incentives through **Standpoints®** (KantarNZ's operated reward scheme) or through a **third-party loyalty programme** (such as **Air New Zealand Airpoints™**), those incentive programmes are operated independently by the relevant provider. Each provider is responsible for its own programme terms, conditions, and privacy practices. Participation in the KantarNZ Research Panel does **not** constitute consent to receive marketing communications from any third-party incentive partner.



Privacy policy

Information Collected on Kantar Insights New Zealand's Research Panel Members

We collect personally identifiable information such as your name, date of birth, address, and other personal data by asking you to fill out our profiling survey, via our websites (company website and panel portal), through online, telephone, or other research activities, through social media and other apps. We also collect passive data via cookies on your device, browser type, IP address, etc. All the information we collect will comply with this privacy policy.

The purpose of collecting and using the information is for the following:

- Contacting you to invite you to participate in market research studies commissioned by KantarNZ and its clients
- Contacting you to invite you to participate in other scientific research for the Government and its agencies, research councils, academic institutions
- Targeting and personalizing any other communications we make available to you e.g. newsletters, thought leadership pieces, promotional material and any other communication we deem suitable, to you from us or our clients.
- For quality control and assurance against fraud.

Transactional Data

From time to time, Kantar Insights New Zealand may wish to match survey and share survey data we collect through your responses with 3rd party data to improve our research offering.

Why do Kantar Insights New Zealand wish to have access to transaction data?

- Being able to analyze this data provides a more complete picture of why people buy particular products in particular situations. The purpose of this type of research is to ultimately improve the products and services that are offered to consumers by the companies on behalf of whom we do research

How does this benefit members?

- Being able to identify members who purchase in particular categories or specific products allows us to send you research invitations that are more relevant to you.
- Members will be more likely to qualify for these surveys and are also likely to be asked fewer questions within a survey when this type of matching is applied.



Privacy policy

Demographic and profile data is only shared with KantarNZ's Research Panel clients and is on an aggregate or collective basis, and never at any time will your personally identifiable information or email address be rented or sold to a third party unless:

- it is required by law, or
- you expressly agree to us giving out your information, or
- Within Kantar group companies and its employees, consultants, subject to terms of this policy, or
- In the event we sell or transfer our part of our business and or its assets subject to the terms of this policy

Storing demographic and profile data is also our way of ensuring we have a good cross-section of New Zealanders on KantarNZ's Research Panel, and also ensuring we can send you the most relevant surveys.

Children and Privacy

KantarNZ's Research Panel does not knowingly solicit personal information from children under the age of 15. Whilst from time to time we carry out research with children under this age, contact is always made via a parent/guardian with permission needing to be granted prior to us speaking or meeting with the child. For any sensitive topic surveys, we first contact a parent/guardian to gain permission before speaking to/meeting/sending an invitation to children under the age of 18.

What about security?

All information collected is securely stored on our cloud servers and we have all the required data security systems in place to safeguard the data from unauthorized access.

What is "spam" and does KantarNZ's Research Panel send it?

The widely accepted definition of "spam" is unsolicited commercial email, or in other words, an email of a commercial nature that the recipient does not want. It is not within our business ethics to send "spam".



Privacy policy

How can I stop KantarNZ's Research Panel from sending me emails?

All online surveys sent to you will contain the option to 'unsubscribe' or 'opt out' via a link at the foot of the email. Simply use this or alternatively, reply to the email advising that you would like to unsubscribe. All requests will be actioned within 5 working days.

If you have received unwanted emails sent from KantarNZ's Research Panel, or purporting to be sent from KantarNZ's Research Panel, please contact us immediately at survey@consumerlink.co.nz.

By submitting your registration survey, you consent to the collection and use of the information you provide to us as outlined in this Privacy Policy.

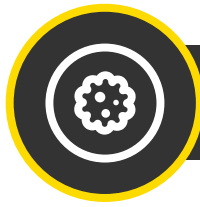
We may change this Privacy Policy from time to time and without notice. If we change our Privacy Policy, we will publish those changes on our website.

If members have any questions or suggestions regarding our privacy policy, please contact us at: survey@consumerlink.co.nz.

This statement should be read in conjunction with KantarNZ's Research Panel Terms and Conditions and Cookies Policy



2. Cookie policy



Cookie policy

KantarNZ uses technology such as 'Cookies' to improve our research offering.

By accepting Cookies, panel members are likely to receive more survey opportunities, in turn creating the opportunity to earn more points.

This technology may also enable us to send you 'smarter' surveys, because there will be less need to ask questions about things like online advertising.

This policy details how KantarNZ uses Cookies or similar technologies in our surveys and on our panel websites.

Definitions and Terms used in this policy

“Device” A computer, smartphone, or other mobile Device.

“Cookie” An electronic file placed on a Device which stores information specific to that Device. On Devices that don't accept Cookies, the Device's specific information will be stored in the browser cache. A Cookie which has been designed for use by KantarNZ and which will be placed on a panellist's computer/Device to identify them to KantarNZ as a Respondent whose advertising exposure data cannot be matched to their panel ID.

“KantarNZ Cookie” A Cookie which has been designed for use by KantarNZ and which will be placed on a panellist's computer/Device at login to identify them to KantarNZ as a panellist.

“Tag” means an electronic Tag in online advertisements placed on certain sites and/or properties by KantarNZ.

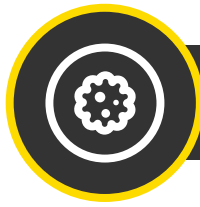
Cookies

Placement of Cookies

KantarNZ will place either a KantarNZ Cookie or Opt-out Cookie to all Respondents who login to their online surveys.

The KantarNZ Cookie may be read by a 3rd party research partner to identify a Device as a KantarNZ panellist's Device. All information contained in the KantarNZ Cookie is completely anonymous. This anonymous information does not include your name, address, email address, or other personally identifiable information.

The KantarNZ Cookie shall not be used on any computer/Device other than those owned or used by a panel Respondent. KantarNZ will not enable 3rd party matching for a panel Respondent who has elected to opt-out of the program.



Cookie policy

Prohibition on Use of Tags

KantarNZ shall not use the Tags:

- a. to personally identify any individual Respondent

Restrictions on the Use of KantarNZ Cookie Data

- a. KantarNZ will ensure that the Respondent's visits to their tagged registration, participation, and survey pages will not increase the likelihood that such Respondent will receive any particular targeted advertising.
- b. KantarNZ may wish to (a) invite Respondents to participate in additional research based on their exposure to specific online advertising or assets; or (b) match Respondent records to existing Respondent demographic data which has already been collected by KantarNZ.

Can I refuse Cookies or opt-out later?

Most browsers are initially set up to accept Cookies. However, you can configure your browser to alert you when a website is attempting to send you a Cookie and at that time you will have the option of refusing the Cookie.

Different browsers use different ways to disable Cookies, but they are usually found under a Tools or Options menu. You can also consult the browser's help menu.

The Cookie policy should be read in conjunction with KantarNZ's Research Panel Terms and Conditions & Privacy Policy

Contact Us

If you have any additional questions about our Cookies or the Cookie policy, please contact us at survey@consumerlink.co.nz.

3.

Terms & Conditions





Terms & Conditions

Acceptance of Terms and Conditions

Your ability to participate in our Surveys is expressly conditioned upon your compliance with this Agreement and with all policies and guidelines applicable to the Surveys that KantarNZ/ConsumerLink may make available from time to time. In the event of your noncompliance, fraud or other inappropriate activity (as determined by KantarNZ/ConsumerLink in its sole discretion), KantarNZ/ConsumerLink may cancel or invalidate your eligibility, accounts and registrations, or restrict, block, limit, and prevent your access to and use of the Surveys. Without limiting the generality of the foregoing, the following requirements apply to your use of the Surveys:

All Flybuys members who are part of the KantarNZ/ConsumerLink panel as of 31st October 2024 will automatically continue to be part of the KantarNZ ConsumerLink panel and collect Standpoints with KantarNZ for completing surveys.

KantarNZ's Research Panel is open for membership:

- to individuals aged 15 years or over.
- to New Zealand residents only

And is conditional upon acceptance and compliance with this document's terms, conditions and disclaimers.

The submission of the online registration survey constitutes the member's acceptance of these Terms and Conditions.

KantarNZ reserves the right to vary these Terms and Conditions from time to time and will be announced via a notice on the KantarNZ website and panel portal.

Conditions of Membership

By opting in, members also consent to receive survey invitations from both KantarNZ and ConsumerLink.

ConsumerLink is owned by KantarNZ, so member details are never passed onto any third parties.

For the purpose of this document, privacy policy and Cookie policy, the company names KantarNZ and ConsumerLink are substitutable.

At any time, members can unsubscribe from receiving survey invitations from one or the other, or both KantarNZ and ConsumerLink.



Terms & Conditions

Termination of membership

KantarNZ reserves the right to terminate the membership of individuals who violate the following conditions of membership:

- An individual must not join nor use KantarNZ's Research Panel on behalf of another individual, or under a false identity
- Any individual that is deemed to be dishonest in their survey responses
- Any other reason deemed inappropriate in the reasonable opinion of KantarNZ.
- No participation to 50 consecutive survey invites

Non-Use and Nondisclosure.

- Information and content made available to you in the Surveys may contain trade secrets or other confidential or proprietary information of Kantar/ConsumerLink and its suppliers or licensors. You must hold in strict confidence and not disclose to any other person any information and content that you access or learn in connection with your participation in any survey, project, questionnaire, or other market research activity related to the Surveys. You must not use any such information or content for any purpose other than your participation in the Surveys in accordance with this Agreement. You hereby agree to notify Kantar/ConsumerLink immediately if you learn of or suspect any use or disclosure of, or access to, any such information or content other than as specifically authorized in this Agreement.

Registration Information

- You agree to provide accurate, current and complete information about you as may be prompted by any registration forms on the Surveys; and maintain and promptly update your registration information and any other information you provide to KantarNZ/ConsumerLink, so as to keep it accurate, current and complete. For registration we will require full legal name, date of birth, residential address, phone number and email address.

Multiple Accounts.

- You may have only one active account at any time. Only one account per email address is allowed. Multiple accounts for any person or mailing address are subject to termination and forfeiture of all Points, incentives and rewards.

Compliance with Laws

- You must at all times comply with all applicable laws, rules, regulations, and orders, and not cause KantarNZ/ConsumerLink to violate any laws, rules, regulations, or orders.

Third-Party Content

- Surveys may contain links or references to information, content, and Surveys provided by third parties (collectively, "Third-Party Content").
- KantarNZ/ConsumerLink does not monitor or have any control over Third-Party Content. KantarNZ/ConsumerLink does not endorse or adopt any Third-Party Content and can make no guarantee as to its accuracy or completeness.
- KantarNZ/ConsumerLink undertakes no responsibility to update or review any Third-Party Content, and does not represent or warrant the accuracy of any information contained in any Third Party Content. Views expressed in Third Party Content are not endorsed by KantarNZ/ConsumerLink.



Terms & Conditions

Earning points

Panellists can earn points by participating in surveys sent to their registered email address and / or by participating in any other promotional activities initiated by KantarNZ / ConsumerLink. The points earned are based on the length of the survey and will be announced in the invite you receive to participate in the particular survey. To earn points panellists will have to

- Qualify for the survey based on the screening criteria
- Diligently answer all the questions asked
- Adhere to survey quality standards and correctly answer attention check questions asked within the survey.
- Complete the survey before the end date mentioned in the survey invite. It is possible that the survey may be closed before the end date if we receive the required number of completes.
- Based on the screening criteria for the survey panellist may not qualify for a particular survey. The qualification for the survey will be very short and in most cases less than 10 questions or 2 minutes long. Those panellists who attempt to complete the survey and do not qualify are automatically put into our monthly draw.
- Standpoints have no monetary value, and no value outside of our Services, and will not earn interest. Panellists cannot sell, trade or transfer Standpoints, or exchange them for cash.
- Standpoints will remain valid for thirty-six (36) months from the date they are earned. Upon expiry, any unused Standpoints will be forfeited and will be removed from the panellist's current balance. Standpoints will expire in the order they were earned, with the oldest Standpoints deducted from the balance first.

Incentives and Rewards

Rewards/Payments to the member are at the sole discretion of KantarNZ.

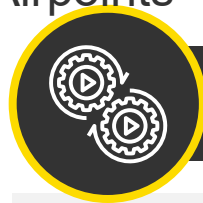
- Panel members may receive incentives for participating in surveys. Incentives may be provided in different formats, including but not limited to:
- **Standpoints® (Kantar-operated rewards);** or
- **Third-party loyalty rewards Airpoints™, subject to the applicable partner's terms and conditions.**
- The type, value, and redemption of incentives will be clearly stated in each survey invitation.

Redeem Rewards - Standpoints

Where panellists earn Standpoints for completing surveys:

Standpoints will be accrued to individuals Standpoints account based on the earn rate. Below link shows earn rate for Standpoints based on survey length <https://www.kantarnewzealand.com/our-surveys/panel-faqs/#standpointsPrizeDraw>

Requests to redeem Standpoints can be submitted by logging in to the portal at <https://standpoints.co.nz/>. KantarNZ will initially create the account for the panellist and email the login details. Panellists are encouraged to change their password upon receiving login information and to update their password periodically for security purposes. Standpoints can be converted into Giftpay vouchers, which may be redeemed at selected major retail outlets in NZ. Visit <https://www.giftpay.co.nz/> for more details. A minimum balance of 28 Standpoints is required to redeem a \$5 voucher.



Terms & Conditions

Redeem Rewards – Standpoints....continued

The panellist will have to provide a 4-digit code sent to their registered mobile phone/email address to complete the redemption request. On receipt of a redemption request the voucher will be emailed to the panellist's registered email address within 7 working days. Vouchers are subject to terms and conditions applied by GiftPay. Certain denominations may be available for all retailers.

KantarNZ /ConsumerLink will not be liable for lapsed vouchers if not redeemed before expiry and will not be liable for products and services purchased from the retailer using the voucher.

KantarNZ /ConsumerLink will not be liable for lapsed vouchers if not redeemed before expiry and will not be liable for products and services purchased from the retailer using the voucher.

We rely on you to help us keep your personal data accurate, You are responsible for ensuring that you notify us of any changes to your personal data.

KantarNZ /ConsumerLink reserves the right to change the reward program and will notify panelists via its website or points portal without notice.

Upon termination of membership, the member will forfeit all outstanding rewards earned.

If you have any queries regarding points panellists can contact survey@consumerlink.co.nz.

Redeem Rewards – Koru members earning Airpoints™

Where panellists elects to earn **Airpoints™** for completing surveys:

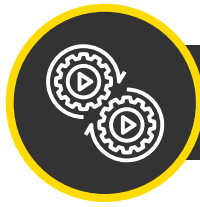
Airpoints will be credited directly to the panellist's Air New Zealand account once an eligible survey has been successfully completed. If a panellist does not see the confirmation page showing their Airpoints after qualifying for and completing the survey due to an error, they should contact survey@consumerlink.co.nz.

The number of Airpoints earned depends on the survey length specified in the survey invitation. Panellists can learn more about Airpoints earn rates on the [Koru partner page](#). To earn Airpoints, the panellist must be an active **Koru member**.

Airpoints are awarded in accordance with [Air New Zealand's Koru Terms and Conditions](#), which apply independently of this Panel Policy.

Kantar NZ does not manage Airpoints balances, expiry, redemption, or Air New Zealand account activity. Any queries relating to Airpoints balances, expiry, or redemption are governed by Air New Zealand's processes.

Termination of panel membership does not affect any Airpoints that have already been credited to a member's Air New Zealand account, which remain subject to [Air New Zealand's Koru Terms and Conditions](#).



Terms & Conditions

Prize Draws

By participating in prize draws, you agree to

- any specific Terms & Conditions associated with that prize draw.
- have your name published on the KantarNZ's Research Panel website in case you are a winner. Only first names and town/city of residence will be published.

KantarNZ will make reasonable efforts to notify the winner that they have won. If for any reason, KantarNZ, having made reasonable efforts to make contact with an eligible winner, has failed to hear back from the winner within 2 months of original notification being sent by KantarNZ, KantarNZ may, at its discretion:

- a. deem that the winner to have forfeited their right to the prize; and
- b. select another eligible winner in accordance with these Terms and Conditions.

Any win that KantarNZ reasonably suspects (in the Promoter's sole discretion) has involved or may involve fraud, bugs, tampering, hacking or any other unauthorised intervention will be null and void.

Quality checks

As a member of our Panels, we need and expect you to participate in line with reasonable but strict quality standards, as indicated these terms and conditions. We are performing regular checks on the Panels to monitor the interactions of our Panelists with the Services. To perform those checks, we are using several tools and methods, developed in-house or supplied by trusted third-party vendors, which analyze, in real-time or not, data generated by the Services. Such analyses may be supported by artificial intelligence models and engines. Those checks have been developed as a decision-making support tool, allowing our Panel team to identify behaviours which may not be in line with these Terms.

Indemnification

To the maximum extent permitted by applicable law, you will indemnify and hold harmless KantarNZ, its employees, directors and representatives from and against any costs, damages, expenses, and liabilities (including, but not limited to, reasonable attorneys' fees) arising out of or related to any User Content, your use of the Services or any Content, your violation of this Agreement, or your violation of any rights of a third party. KantarNZ reserves the right, at your expense, to assume the exclusive defense and control of any matter for which you are required to indemnify KantarNZ under this Agreement, and you agree to cooperate with our defense of such claims.

Jurisdiction

The terms and conditions are subject to applicable law in New Zealand and all disputes shall be subject to determination by any competent court within New Zealand.



Terms & Conditions

Disclaimer of Warranties

Your use of the services, including, without limitation, your use of any content, is at your sole risk. The services and all content are provided on an "as is" and "as available" with all faults basis. KantarNZ, its employees, directors, expressly disclaim all warranties of any kind, whether express or implied, including, but not limited to the implied warranties of merchantability, fitness for a particular purpose, title, and non-infringement.

Neither KantarNZ warrant uninterrupted use, operation, or availability of the services or any content, or that any submission or transaction request you attempt using the services will be successful, uncorrupted, or completed within a reasonable amount of time. You will be solely responsible for any delay or loss of any kind that results from your access to, or use of, the services and the content. No advice or information, whether oral or written, obtained by you from KantarNZ or any other provider through or from the services, will create any warranty regarding the services that is not expressly stated in this agreement. User-generated content, in particular, is provided by and is solely the responsibility of the users providing that content. No advice or information, whether oral or written, obtained from other users or through the services, will create any warranty not expressly made herein.

Limitation of liability

To the maximum extent permitted by law (including, without limitation, negligence), under no circumstances will KantarNZ, its employees, directors be liable for any indirect, incidental, special, consequential, punitive, or exemplary damages of any kind, including, without limitation, damages for loss of profits, revenue, goodwill, use, data, or other intangible losses, resulting from your access to or use of, or your inability to access or use, the services or any content.



Terms & Conditions

Disclaimer

From time to time, our surveys may contain links to other websites or surveys not maintained by KantarNZ. KantarNZ does not independently verify the business practices of these third parties and makes no warranties on their behalf. The availability of any link or reference of any third party shall in no way constitute an endorsement by KantarNZ of such third party. We encourage you to be aware when using such links to read the Terms and Conditions of each and every website you visit.

These Terms and Conditions should be read in conjunction with KantarNZ's Research Panel Privacy Policy and Cookies Policy.

Updates to this Agreement

Kantar/ConsumerLink may update this Agreement from time to time. When it does, it will revise the "updated" date on this Agreement. You are responsible for reviewing and adhering to the most recent update of this Agreement.

