



Data Use Terms & Conditions

Updated: 22nd July 2025

About The Better SMB

The Better SMB exists to spark a movement, empowering New Zealand businesses to lift their operational performance & take action where it matters most.

Our aim is to help your business, and thousands of others, rise together.

- The Better SMB is a brand and collaborative initiative developed jointly by:
 - Rob Bull, via Cumberland Consulting Limited, and
 - David Altena, via Altena Solutions Limited
- This collaboration brings together decades of experience in business advisory, technology, productivity, and performance improvement to support New Zealand's small and medium-sized businesses.
- All data collected through The Better SMB platform is managed jointly under this partnership and subject to the terms outlined below.

Summary

- You control your data.
- We'll never publicly share anything that identifies your business without permission.
- We use data we collect and aggregate it with data from other businesses to make NZ businesses stronger, not to sell, trade, or exploit.

Your Rights & Data Control

- You can withdraw your data from the platform at any time by contacting The Better SMB team by email – enquiries@thebettersmb.com
- Upon withdrawal, your business's data will no longer be included in any current or future aggregated datasets or programme outputs.

Data Visibility

- All business performance data you provide is visible only to you, the business owner or authorised data submitter, through your personal Navigator dashboard
- Your data will not be publicly shared or published in a way that identifies your business without your explicit consent

Use by The Better SMB Team

- The Better SMB team may access your individual data solely for the purposes of:
 - Platform maintenance and functionality
 - Data quality assurance and support
 - Administering opt-in initiatives such as awards or pilot programmes
- Access is strictly limited to authorised personnel representing The Better SMB and operating under internal confidentiality agreements

Third-Party Partners & Platform Support

- From time to time, The Better SMB may engage trusted third-party providers (e.g. developers, data analysts) to support the development, operation, or analysis of the platform
- These providers may access your data only under strict Non-Disclosure Agreements (NDAs) and are bound by the same privacy and non-disclosure obligations as The Better SMB team

Aggregation & Anonymity

- Your individual data may be included in aggregated reports and benchmarking outputs for regions, cities, industries, chambers, or peer cohorts
- No individual or identifiable business data will be used in aggregated outputs unless:
 - A minimum of 30 businesses is included in the dataset to ensure anonymity, or
 - The data is used for a specific purpose (e.g. business awards) with a minimum of 8 entries, or as otherwise agreed with entrants

Special-Purpose Use (e.g. Business Awards)

- If you opt to enter a programme (such as the North West Country Business Association 2025 Business Awards, your data may be used to compare entrants and generate relevant insights, provided the minimum entry threshold (8 businesses) is met
- Raw data submitted by entrants will not be shared with event organisers. Only anonymised summaries or insights will be shared for the sole purpose of identifying award winners and runners-up
- All such uses are limited to the scope of the programme and will not be used outside of that purpose without your consent

Data Security

- All data is stored securely using modern encryption standards
- Access is restricted to authenticated users and authorised The Better SMB personnel or partners

Data Breach Notification

- The Better SMB is committed to protecting the privacy and security of all information provided
- In the unlikely event of a privacy breach (e.g. unauthorised access, loss, or disclosure of data that could cause serious harm):
 - We will assess the situation promptly and take immediate steps to mitigate any risks
 - If the breach meets the [New Zealand Privacy Act 2020's](#) threshold for “serious harm,” we will:
 - Notify affected users directly, and
 - Notify the Office of the Privacy Commissioner as required
- We are committed to transparency and will keep you informed about the nature of the breach, the steps we are taking, and how you can protect yourself