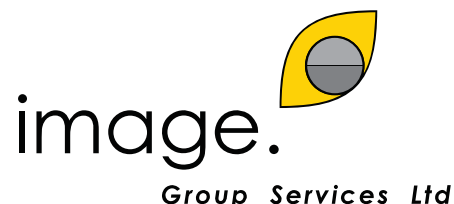


Privacy Policy



Last updated: 19/05/2026

Image Group Services Ltd (“Image Group”, “we”, “us”, or “our”) respects your privacy and is committed to handling personal information responsibly and in accordance with the Privacy Act 2020.

This Privacy Policy explains how we collect, use, store, disclose, and protect personal information when providing our services, including signage, signage rental, solar lights and related rental lighting equipment, photography, videography, drone services, stickers, overlays, printed products, open home signage, trailer signage, digital editing, file delivery, and related marketing services.

This Privacy Policy should be read together with our Terms & Conditions.

1. Who We Are

Image Group Services Ltd
1 Dalziel Place, Woolston, Christchurch, 8023
Phone: 03 381 2964
Email: info@imagegroupservices.com

1A. Privacy Contact

For privacy questions, access requests, correction requests, or complaints, contact:
Image Group Services Ltd
Email: info@imagegroupservices.com
Phone: 03 381 2964
Address: 1 Dalziel Place, Woolston, Christchurch, 8023

2. Personal Information We Collect

We may collect personal information required to provide our services, manage bookings, communicate with clients, process payments, deliver files, complete work, manage rental items, and meet our legal and business obligations.

This may include:

- Names
- Phone numbers
- Email addresses
- Business, agency, or company details
- Property addresses
- Billing and account information
- Job, booking, quote, invoice, and payment information
- Access instructions, key details, lockbox information, alarm information, and site notes
- Client instructions, approvals, and communications
- Signage location information and installation instructions
- Health and safety information relevant to a site or job
- Information contained in photographs, video, drone footage, artwork, supplied files, or other materials
- Images or video showing identifiable people, vehicles, licence plates, personal possessions, documents, or property details
- Any other information you provide to us or ask us to use

We may also collect technical or usage information when you interact with our website, email communications, online forms, file delivery systems, or digital services.

3. How We Collect Personal Information

We may collect personal information directly from you when you:

- Request a quote
- Make a booking
- Approve a quote or proof
- Provide instructions, files, logos, artwork, access details, or property information
- Communicate with us by phone, email, text message, online form, or other method
- Use our services, website, or file delivery systems
- Pay an invoice or set up an account
- Ask us to carry out photography, videography, drone work, signage, installation, removal, or related services

We may also receive personal information from agents, agencies, property owners, vendors, tenants, landlords, property managers, designers, suppliers, contractors, third-party platforms, or other people involved in a job.

Where you provide personal information about another person, or ask us to collect, photograph, film, edit, publish, or process information involving another person, you must ensure that you have the necessary authority or permission to do so.

4. Why We Collect and Use Personal Information

We collect and use personal information for purposes connected with our business and services, including to:

- Provide quotes, bookings, services, products, and deliverables
- Communicate with clients, agents, suppliers, contractors, and other relevant parties
- Arrange property access, key entry, lockbox access, installation, removal, collection, delivery, and site visits
- Create, edit, produce, store, and deliver photography, video, drone footage, signage, artwork, stickers, overlays, and printed products
- Manage proofs, approvals, corrections, reprints, remakes, and client instructions
- Process payments, manage accounts, issue invoices, and recover overdue amounts
- Manage rental signage, solar lights, lighting equipment, frames, posts, hardware, fixings, and related rental items
- Carry out health and safety checks and manage site risks
- Improve our services, systems, workflows, quality control, and internal processes
- Use completed work for advertising, portfolio, website, social media, case study, award, internal training, and promotional purposes, where allowed under our Terms & Conditions and any agreed restrictions
- Comply with legal, regulatory, accounting, tax, insurance, and business obligations
- Protect our rights, property, staff, contractors, clients, equipment, and business interests

5. Photography, Videography, Drone Footage, and Property Content

Our services may involve collecting photographs, video, drone footage, and other visual content of properties, people, vehicles, personal possessions, signs, buildings, interiors, exteriors, land, neighbouring properties, and surrounding areas.

Clients are responsible for ensuring that properties are ready for photography, videography, drone work, editing, publication, and file supply. Where reasonably practical, clients should remove or conceal personal items, private documents, identifiable people, licence plates, alarm codes, family photos, sensitive information, and anything they do not want captured before our work begins.

We may use final supplied photography, video, drone footage, edited images, signage designs, campaign examples, and other completed work for legitimate business purposes, including advertising, portfolio, website, social media, case studies, awards, internal training, and promotional use, unless otherwise agreed in writing.

Where reasonably practical, we will avoid using promotional images that clearly show sensitive personal information, private documents, alarm codes, identifiable children, or other information that appears private or sensitive, unless appropriate permission has been obtained.

If a client, vendor, property owner, occupier, landlord, tenant, agency, or other relevant party requires content to remain confidential or not be used for promotional purposes, this must be requested and agreed by Image Group in writing before the work begins.

6. AI-Assisted Tools and Digital Processing

We may use Artificial Intelligence tools and AI-assisted software to support parts of our workflow, including image enhancement, photo and video editing support, object removal or visual clean-up where appropriate, sky replacements or lighting adjustments, drafting or refining marketing text, internal workflow, file organisation, quality control, and production support.

Where personal information is involved, including photographs or video of identifiable people, we will take reasonable steps to handle that information in accordance with applicable privacy obligations.

Where reasonably practical, we will avoid using AI-assisted tools to process sensitive personal information unless it is reasonably required to provide the requested service.

7. Who We May Share Personal Information With

We may share personal information where reasonably required for our services, business operations, or legal obligations.

This may include sharing information with:

- Employees and contractors
- Photographers, videographers, drone operators, designers, installers, editors, production staff, and administrative staff
- Suppliers, manufacturers, printers, couriers, freight providers, and delivery providers
- Payment providers, accounting providers, debt collection providers, insurers, professional advisers, and legal advisers
- Software providers, cloud storage providers, file delivery providers, AI-assisted software providers, website providers, booking systems, and communication platforms
- Real estate agents, agencies, vendors, property owners, landlords, tenants, property managers, or other parties involved in a job, where reasonably required
- Councils, regulatory bodies, or authorities where required by law or reasonably necessary for compliance, safety, or legal purposes

We do not sell personal information to third parties.

8. Storage and Security

We take reasonable steps to protect personal information from loss, unauthorised access, misuse, disclosure, alteration, or destruction.

Personal information may be stored in physical records, business systems, email accounts, cloud storage, file delivery systems, accounting software, booking systems, production systems, and backup systems.

No internet, email, file transfer, cloud storage, or digital system can be guaranteed to be completely secure. However, we use reasonable safeguards appropriate to the nature of the information we hold.

9. Overseas Storage or Disclosure

Some of the software, cloud storage, AI-assisted tools, file delivery systems, communication platforms, or service providers we use may store or process information outside New Zealand.

Where we disclose personal information to an overseas service provider, we will take reasonable steps to ensure the information is protected by comparable privacy safeguards, or that another permitted basis for overseas disclosure applies under the Privacy Act 2020.

10. How Long We Keep Personal Information

We keep personal information for as long as reasonably required for the purposes for which it was collected, including providing services, keeping business records, managing accounts, resolving disputes, meeting legal, tax, accounting, insurance, or operational obligations, and maintaining business archives.

We may retain completed photography, video, drone footage, edited images, artwork, signage designs, campaign examples, and related project records for legitimate business, archive, portfolio, promotional, quality control, and operational purposes, unless otherwise agreed in writing.

When personal information is no longer reasonably required, we may delete, archive, anonymise, or securely destroy it.

11. Accessing and Correcting Personal Information

You have the right to ask us for access to personal information we hold about you, and to ask us to correct that information if you believe it is wrong, incomplete, or out of date.

To request access or correction, contact us at:

Email: info@imagegroupservices.com

Phone: 03 381 2964

Address: 1 Dalziel Place, Woolston, Christchurch, 8023

We may need to verify your identity before responding. In some cases, we may refuse a request where the Privacy Act 2020 allows us to do so.

12. Marketing Communications

We may use client contact details to send service updates, account communications, quote or booking information, and other communications related to services you have requested.

We may also send marketing or promotional communications where we have consent, where consent can reasonably be inferred from our relationship with you, or where otherwise permitted by law.

Any commercial electronic marketing message we send will identify Image Group Services Ltd and include a functional unsubscribe facility where required by law. You can ask us to stop sending marketing communications at any time.

13. Website, Cookies, and Analytics

Our website may use cookies, analytics tools, forms, tracking technologies, or similar tools to help operate the website, understand website use, improve services, and support marketing.

You may be able to disable cookies through your browser settings, but some website features may not work properly if cookies are disabled.

14. Privacy Breaches

If we become aware of a privacy breach, we will take reasonable steps to contain, assess, and respond to it.

If a privacy breach has caused, or is likely to cause, serious harm, we will notify the Office of the Privacy Commissioner and any affected person where required by the Privacy Act 2020.

15. Complaints

If you have a privacy concern or complaint, please contact us first so we can try to resolve it.

Email: info@imagegroupservices.com

Phone: 03 381 2964

Address: 1 Dalziel Place, Woolston, Christchurch, 8023

If you are not satisfied with our response, you may contact the Office of the Privacy Commissioner.

16. Changes to This Privacy Policy

We may update this Privacy Policy from time to time. The latest version will apply from the date it is published or provided, unless otherwise stated.