Privacy Statement

Last updated: August 2026

Elite Kitchens by Mastercraft respects your privacy and is committed to protecting personal information in line with the Privacy Act 2020 (NZ). This Privacy Statement explains what personal information we collect including through www.elitekc.co.nz (the "website"), how we use and store it, and the choices and rights you have.

By using this website, you agree to the collection and use of information in line with this statement. If you don't agree with anything here, please don't submit personal information to us through the website, or contact us using the details below to discuss it.

What personal information we collect

We only collect personal information through this website when you choose to give it to us — for example, by submitting our enquiry or contact form to request a quote, design consultation, or more information about our kitchens and cabinetry. This may include:

- your name;
- your email address;
- your phone number;
- your address or the location of your project, if provided;
- the details of your enquiry or message, including any project information, preferences or photos you choose to share with us.

We do not require you to create an account, and we do not process online payments through this website.

How we collect your information

We collect personal information directly from you, when you submit it through our website's enquiry or contact form. We don't purchase personal information about you from third parties or collect it from public sources for marketing purposes.

Why we collect and use your information

We use the personal information you give us to:

- respond to your enquiry and provide the information, quote or consultation you've requested;
- contact you about your kitchen or cabinetry project;
- keep records of our communications with you and our clients; and
- improve our website and the service we offer.

We won't use your personal information for any other purpose without telling you, unless we're required or authorised to by law.

Website analytics and cookies

Like most websites, www.elitekc.co.nz uses Google Analytics to understand how visitors use our site — for example, which pages are viewed and how visitors arrive at the site. Google Analytics uses cookies (small text files stored on your device) and collects information such as your approximate

location, device and browser type, and browsing behaviour on our site. This information is generally aggregated and doesn't identify you personally.

You can control or disable cookies through your browser settings, and you can opt out of Google Analytics tracking using the Google Analytics Opt-out Browser Add-on, available from Google. Turning off cookies may affect how parts of our website work.

Who we share your information with

We don't sell or rent your personal information to third parties. We may share personal information with trusted service providers who help us run our business and this website, including:

- our website hosting and email providers;
- Google, for website analytics (Google Analytics); and
- IT and software providers who support our systems.

These providers only access personal information as needed to perform their services for us, and are not permitted to use it for their own purposes.

Storage of information and overseas disclosure

We take reasonable steps to keep personal information secure, including using reputable providers for our website, email and data storage. Some of the service providers we use (such as our website hosting, email and Google Analytics) may store or process information on servers located outside New Zealand.

Where personal information is held or processed overseas, we take reasonable steps to ensure it's protected in a way that provides comparable safeguards to those under the Privacy Act 2020, including by using well-established providers with their own privacy and security commitments.

How long we keep your information

We keep personal information only for as long as it's reasonably needed for the purposes described in this statement — for example, to respond to your enquiry, manage a project you've engaged us for, or meet our legal and accounting obligations. After that, we securely delete or de-identify it.

Access to and correction of your information

Under the Privacy Act 2020, you have the right to ask us for a copy of the personal information we hold about you, and to ask us to correct it if it's wrong. To make a request, contact us using the details below. We'll usually respond within 20 working days, and there's normally no charge to make a request.

If you have a concern or complaint

If you're concerned about how we've handled your personal information, please contact us first — we'll do our best to sort it out. If you're not satisfied with our response, you can complain to the Office of the Privacy Commissioner:

- **Phone:** 0800 803 909
- **Website:** www.privacy.org.nz
- **Post:** PO Box 10 094, Wellington 6140

Changes to this statement

We may update this Privacy Statement from time to time, for example if our website or the way we handle personal information changes. The “Last updated” date at the top of this page shows when it was last revised. We encourage you to check back periodically.

Contact us

If you have any questions about this Privacy Statement, or want to make a request about your personal information, please contact us:

Elite Kitchens by Mastercraft
Email: info@elitekc.co.nz

Phone: 09 298 8388

Address: 64 Hunua Road, Papakura, Auckland 2110

And: 16C Wrightson Way, Pukekohe 2120