

Privacy and Security

Last updated: 04/09/2025

QuitStrong owns and operates websites to help people stop smoking with a program titled The Smokefree System: Taking Back Control.

Your personal information

The websites collect your personal information, use, store, and share it by following the Privacy Act 2020, including (where applicable) the Health Information Privacy Code 2020.

This Privacy Policy sets out information about:

- what information is collected by us through your use of our website;
- how your information will be used, stored, and shared; and
- how you can access and change your personal information

In summary:

- we collect personal information about you, including any information that is emailed to us and use it to provide you with the services you have asked us for;
- we share your information with our internal staff members who have the authorization to access it; and
- we store your data securely and will protect it from unauthorized access, use, modification, or disclosure

This Privacy Policy forms part of the terms of use of our website. Your use of this website means that you accept and agree to the terms of this Privacy Policy and any changes to it.

We may change this Privacy Policy occasionally, including if we want to collect more information about you or use or share your information in another way.

What personal information do we collect?

- Your email and contact details are for follow-up purposes, for example, invitations, newsletters, and emails
- Age, gender and other demographics
- Smoking statistics, for example, number of smokers per day, type of tobacco consumed, number of years smoking, number of quit attempts and other information personal to your quit smoking journey. This information will lead to the improvement of the program

Statistical information

We may collect statistical information about your smokefree experience and use of our website. This information is aggregated and non-personally identifying. The data will be viewable by site administrators and research staff. It may be shared with health agencies to improve smoking cessation services. The personal information we collect from you via our website will be used to improve said website and services to you. You may be invited to participate in surveys and research.

Information collected for study purposes and shared with third parties will be aggregated and converted digitally to maintain anonymity. When you are invited to participate in ongoing research, informed consent and ethical considerations will be followed. The results will be shared with the participants.

Will my information be shared with anyone else?

We may share the personal information that we collect about you as follows:

- To ensure the effective running of our website and hosting platform only.

How is my data stored?

We take your privacy seriously and will take all reasonable steps to ensure your personal information is stored in a secure environment and protected from unauthorised access and use. The hosting server has strict auditing procedures and is monitored.

How long is my information held?

We will only hold your personal information as long as it is required for the purposes for which the information may lawfully be used.

Where any information (which may include personal information) provided to us through our website constitutes a public record, it will be retained as required by the Public Records Act 2005.

Research information will be held only as an avatar. No identifiable personal information will be kept after your course is complete.

Call recording

As part of our commitment to providing the best possible service to our clients, we will sometimes record telephone calls in our contact centre. You will be informed if this occurs.

Cookies and tracking technologies

This website uses cookies. A browser or 'web' cookies are small text files sent by the website and stored on your computer's hard drive. Cookies improve your experience of a website (for example, by remembering preferences you have set) and track site usage. For more information and instructions on how to switch off cookies, click [here](#).

Exercising your privacy rights and complaints

Please ask us to provide you with the information we hold about you and request corrections. Any corrections you make will be discussed, attached, or replaced with the original, which will stay with the document.

If you have any complaints or questions about our privacy practices, don't hesitate to contact us. We can clarify the need for it or work with you to alter it. We will do our best to respond to all reasonable requests promptly.

Contact us: support@challengebreaker.com

Our terms of use

[Read the terms of use and engagement for QuitStrong](#)

Last Updated 04/09/2025

Scope

The terms of use for Quitstrong websites, including user accounts and profiles and our social media channels, apply to all users. Any reference to 'you' or 'your' is to users, 'we', 'our', or 'us' refers to QuitStrong and its sub-sites where applicable. These terms of use incorporate our privacy policy.

Privacy and Security

Except where stated otherwise, this website and its information are protected by copyright owned by QuitStrong.

Copyright

The information available on or through our websites is intended to provide general business information to the public.

Disclaimer

Viewing or using our websites indicates that you agree to these terms of use. If you do not agree, you must stop accessing and using our websites.

Registration

When you register as a user of any of our websites, you must complete the registration process by providing us with information that is:

- current
- complete, and
- accurate.

We reserve the right to:

- reject any application for user registration
- revoke any user registration for breach of rules.
- If you are a registered user on one of our websites, you may only log in to the website using your own username and password.

You must not:

- use anyone else's username and password
- share your username and password with anyone else.

You are responsible for all use of our websites under your username and password.

Saving information on our websites

You may make posts or save information on parts of our websites where we provide that functionality. You must not post or save anything that:

- is defamatory, obscene, threatening, untrue, or in breach of any applicable laws, rules or regulations — or these terms of use
- is in breach of any person's rights, including copyright and confidentiality
- introduces a virus or computer programming code that would disrupt, impair, disable or affect the use of our websites.

We do not track, approve, endorse or exert editorial control over the information our users save from our websites. We do not accept responsibility for, or make any

warranties in connection with, this information. We reserve the right to remove any information or statement from our websites without warning.

Limitation of liability or indemnity

Links from our websites

Our websites may include links to third-party websites or materials ('linked sites'). We are not:

- responsible for the contents of any third-party websites or materials we link to
- liable for any direct or indirect loss or damage you suffer when accessing, using, relying on, or trading with these third parties.

Including links to third-party websites or materials does not imply:

- our endorsement of those sites
- any association with their operators.

Linking to our websites

We reserve the right to grant permission before you link to our website. You must remove any links to our websites on request.

You must not:

- frame any part of the material on one of our websites by including advertising or other revenue-generating material
- change, edit or otherwise interfere with any of our websites or any material on our websites.

If you create a link to a page on one of our websites, you are responsible for the consequences of that link. You will keep us indemnified against all costs, expenses and damages we may suffer or incur arising from or in connection with that link.

Advertisers

Any dealings with an advertiser who appears on our websites are between you and the advertiser. We are not responsible or liable for:

- any part of any such dealings or promotions
- any loss or damage you may suffer or incur as a result.

Amendments

We reserve the right to change these terms of use at any time by posting an updated version on our websites. By continuing to access our websites after a change, you agree to be bound by the updated terms of use.

Governing law

These terms of use are governed by and will be construed in accordance with the laws of New Zealand. You submit to the non-exclusive jurisdiction of the courts of New Zealand without regard to conflicts of law principles. We retain the right to bring proceedings in any other court of competent jurisdiction of our choice.

To the fullest extent permitted by law, we are not responsible for the compliance of our websites or the material they contain with the laws of any country other than New Zealand. If you access our websites from outside NZ, you are responsible for complying with all applicable laws.

Our contact details

Contact us if you have any questions, concerns or complaints about our websites or these terms of use.

Contact us: support@quitstrong.org