

Last Updated: 13 February 2026

1 Our Commitment to Privacy and Responsible AI

Better Business by Design Limited ("BBBD", "we", "us" or "our") is committed to the lawful, transparent, and responsible handling of personal information in accordance with the Privacy Act 2020 (New Zealand) and other applicable legislation.

As a provider of Intelligent Process Automation (IPA), automation advisory, AI-enabled services, and governed digital workforce solutions, we recognise that trust, accountability, and public sector confidence are foundational to our work.

Our privacy practices are aligned with principles of responsible AI, including transparency, human oversight, proportionality, fairness, security, and auditability. Where we support public sector organisations, we design systems that reinforce statutory obligations, protect democratic accountability, and preserve public trust.

2 Scope of This Policy

This Privacy Policy applies to personal information collected by BBBD in connection with our website, advisory services, digital workforce solutions, AI-enabled platforms, and related activities. It applies to clients, suppliers, website visitors, job applicants, and other third parties.

3 What Is Personal Information?

Personal information means information about an identifiable individual. This may include names, contact details, employment information, billing details, communications, and technical identifiers such as IP addresses.

We only collect personal information that is necessary for legitimate business purposes and consistent with applicable law.

4 Information We Collect

We may collect and process personal information including:

- Contact and identity details
- Professional and employment information
- Billing and payment details
- Service interaction records
- System usage and operational metadata

Where BBBD processes personal information on behalf of a client, we act as a service provider and process information strictly in accordance with client instructions and contractual controls.

5 AI Governance and Responsible Automation

BBBD integrates automation and AI within structured governance frameworks. We do not deploy uncontrolled or autonomous AI systems. All AI-enabled capabilities operate within defined rules, validated knowledge boundaries, and documented oversight controls.

5.1 Human Oversight and Decision Authority

AI systems deployed or advised on by BBBD are designed to support human decision-making, not replace it. Where decisions materially affect individuals, human review, approval, or escalation mechanisms are embedded.

5.2 Confidence, Escalation, and Control

Where AI-generated outputs are used, systems are designed to incorporate confidence scoring, structured validation, and defined escalation pathways. If outputs fall outside predefined thresholds, human intervention is triggered.

5.3 Knowledge Validation and Integrity

AI systems are only as reliable as the knowledge they rely on. BBBD implements structured knowledge validation, controlled update mechanisms, and version tracking to minimise hallucinations, bias, and misinformation.

5.4 Transparency and Auditability

We design digital workforce environments with logging, traceability, and audit trails. This ensures that actions taken by automation or AI systems are explainable and reviewable, particularly in public sector and regulated environments.

5.5 Public Sector Safeguards

In public sector contexts, BBBB aligns AI and automation design to statutory frameworks, including OIA obligations, administrative law principles, and public accountability standards. Our approach prioritises outcome integrity over automation scale.

6 Use of Personal Information

We use personal information to deliver contracted services, provide advisory support, manage accounts, improve service quality, and comply with legal obligations. We do not sell personal information.

7 Disclosure of Personal Information

We may disclose personal information to trusted service providers, cloud hosting providers, technology partners, or government authorities where required by law. All third parties are subject to appropriate contractual and security safeguards.

8 Cross-Border Data Transfers

Where personal information is stored or processed overseas, BBBB takes reasonable steps to ensure comparable privacy protections in accordance with the Privacy Act 2020, including contractual safeguards and reputable hosting providers.

9 Data Security and Protection

BBBB applies reasonable technical and organisational security measures, including access controls, encryption where appropriate, identity management, monitoring, and secure data disposal practices.



10 Access and Correction

Individuals may request access to or correction of their personal information by contacting our Privacy Officer at manager@betterbusinessbydesign.com.

11 Complaints

If you believe we have breached your privacy, please contact our Privacy Officer. If unresolved, you may contact the Office of the Privacy Commissioner (New Zealand).

12 Policy Updates

This Privacy Policy may be updated from time to time to reflect changes in law, technology, or our services. The latest version will be available on our website.

13 For Further Information

manager@betterbusinessbydesign.com

This Policy is subject to regular review.

Approved

16 February 2026

Document owner

CEO