

Makeshapes

Privacy Notice

Last updated 1 September 2026

Who is Makeshapes?

Makeshapes operates through companies based in New Zealand and the United States.

Makeshapes operates through two companies. Which one is responsible for your personal information depends on where you are and how you interact with us (see "What is the role of Makeshapes?" below).

- Makeshapes Limited — 18 Riro Street, Point Chevalier, Auckland 1022, New Zealand
- Makeshapes Inc. — 1933 Kalli Jo Ln, New Braunfels, TX 78130, United States
- For any privacy question, or to exercise your rights, you can contact either company at: privacy@makeshapes.com

What is the role of Makeshapes?

In legal terms, Makeshapes is a controller for information collected as part of our sales and marketing activities, including for participants in experiences, demos, or trials run directly by Makeshapes.

Makeshapes is a processor for information collected as part of an experience where our Customer has arranged for their personnel to participate.

In legal terms, Makeshapes acts as a data controller when we determine the means and purposes of processing. This is the case for our sales and marketing activities, and for any experiences, demos, or trials that are run directly by Makeshapes for our own business purposes. This privacy notice applies to these situations.

Which company is the controller depends on where you are and how you interact with us. Makeshapes Inc. is the controller for US sales and marketing, and where named as the contracting entity in your Service Order. Makeshapes Limited is the controller in all other cases. Whichever company holds your information, you can contact us at privacy@makeshapes.com.

Makeshapes acts as a data processor when we process personal data on behalf of our customers. This is the case for experiences where a Customer has arranged for their personnel to participate using our

platform. In this situation, this privacy notice does not apply, and the respective customer's privacy notice should be referred to. Our role as a processor is governed by our **Data Processing Agreement (DPA)**.

What personal information do we collect?

When you engage with Makeshapes, we will collect your name and email address.

When you participate in an experience provided by Makeshapes, we will also collect any information you choose to provide as part of that experience.

When you purchase our services, we will ask you to provide basic contact and billing information. When you discuss potentially purchasing our services, we may record our meetings with you.

As part of our services to you, we will collect your personal information. The following provides details of what personal information is collected per service:

- **Engaging with Makeshapes**

When you engage with our marketing materials or contact our teams, we may collect basic contact information (name and email address).

This includes activities such as subscribing to our newsletter, requesting information, or contacting our team.

When you purchase our services, we will ask you to provide basic contact and billing information.

- **Participating in a Makeshapes-Run Experience**

When you participate in a demo, trial, or other experience run by a Makeshapes team member or provided by a Makeshapes team member, we will collect your name and email address to provide you with access. We may also collect any content or responses you submit during the experience. This may include your opinions, feedback, or other information you choose to share.

- **Tracking Information**

We may collect statistical information about your visit to our website and how you use Makeshapes to help us improve it and track trends in usage.

- **Website Visitor Identification**

If you accept marketing cookies on our website, we use a third-party service (RB2B) that seeks to identify the organisation you are visiting from and, for some visitors, the individual. Where a match is made we may receive your name, job title, professional email address and LinkedIn profile. This comes from that provider's own data sources rather than from anything you have given us. We use it to understand which organisations are interested in Makeshapes and, on occasion, to

make contact. Declining marketing cookies prevents this entirely, and you can object at any time by emailing privacy@makeshapes.com.

When you visit or log in to our website, cookies and similar technologies may be used by our online data partners or vendors to associate these activities with other personal information they or others have about you, including by association with your email. We (or service providers on our behalf) may then send communications and marketing to these email addresses. You may opt out of receiving this advertising by visiting <https://app.retention.com/optout>. You also have the option to opt out of the collection of your personal data in compliance with GDPR by visiting <https://www.rb2b.com/rb2b-gdpr-opt-out>.

- **Contacting us via Social Media**

When you contact us via social media we collect information about your social media 'handle' used and the contents of your posting.

- **Emailing us**

When you email us, we will collect your email address and any contact information provided. We will also collect the contents of your email.

- **Meeting us**

When you meet with us, we may record our meeting.

How do we use tracking technologies (including cookies)?

We use cookies and other similar tracking technologies for a variety of purposes.

We do require a small number of our own tracking technologies to enable your use of Makeshapes. We do not track you over time or track you on other websites.

A cookie, or similar tracking technology, is a piece of code that creates a file on your computer to track the pages that you view on our website. You may turn off cookies at any time, however this may impact your experience. Most browsers have a feature that allows the user to refuse cookies, or issues a warning when cookies are being sent. Turning off cookies may affect your ability to use websites.

For Marketing website visitors, you can review or change your cookie preferences for our website at any time by clicking the "Cookie preferences" link in the footer of the page.

Makeshapes requires a small number of our own tracking technologies to enable your use of Makeshapes. We do not track you over time or track you on other websites.

The table below sets out the main tracking technologies that we use and what we use them for:

Type of Technology	Name	Applies to	Expires after	Purpose
Strictly necessary cookies	Makeshapes	All Visitors	Until you clear it in your browser	To store your consent preferences. Held in your browser's local storage rather than as a cookie.
Strictly necessary cookies	Adobe Fonts (Typekit)	All Visitors	Session	To serve the fonts used across our website.
Functional cookies	Intercom	Visitors to Marketing Website	Up to 9 months	To enable our customer support chat functionality (loads after consent).
Functional cookies	Vimeo	Visitors who play a video	Up to 2 years	To enable video content to be played on our website. The player loads only when you press play.
Functional cookies	Spotify	Visitors to podcast episode pages	Up to 1 year	To enable podcast episode playback on our website.
Functional cookies	Calendly	Visitors to Marketing Website	Session	To enable our demo booking functionality (loads only on user action).
Functional cookies	Cloudflare	Visitors to Marketing Website	Up to 30 minutes	Used for security purposes, such as bot detection, by our third-party content providers.
Functional cookies	Stripe	Visitors who use the "Book a demo" feature	2 years	Loaded by our scheduling partner (Calendly) to enable their core functionality.
Analytics / Performance cookies	Google Analytics	All Visitors	Up to 2 years	For understanding website traffic and usage.

Type of Technology	Name	Applies to	Expires after	Purpose
Analytics / Performance cookies	LinkedIn Analytics	Visitors to Marketing Website	Up to 30 days	For understanding audience and ad performance.
Marketing / Advertising cookies	Google Advertising	Visitors to Marketing Website	Up to 3 months	Used for advertising conversion tracking and functionality testing.
Marketing / Advertising cookies	LinkedIn Advertising	Visitors to Marketing Website	Up to 2 years	Used for targeted advertising and marketing campaigns.
Marketing / Advertising cookies	RB2B	Visitors to Marketing Website	Up to 1 year	Used to identify the organisation, and sometimes the individual, behind a website visit.

Why do we collect your personal information?

We collect personal information from you to enable us to provide the requested services to you.

We do not collect personal information for use by others.

We collect personal information for some or all of the following reasons:

- To enable us to provide the services you have purchased.
- To provide you with a demonstration of our services.
- To provide you with content we created.
- To support capacity planning.
- To comply with our legal obligations (e.g. tax obligations).
- To provide information to you about our services.
- To enable us to identify breaches of our terms and conditions.
- To answer your query.
- To identify areas of improvement of our services.

What legal basis do we have for processing your personal information?

We process your personal information based on our Terms of Service to provide you with services or with your consent.

We process your personal information because you have given us permission and we need to process the information to provide the services you have requested and/or to fulfil our Terms of Service with you.

You may withdraw your consent at any time by contacting us.

We may also process your personal information to comply with the law (e.g. our tax obligations).

How do we secure your information?

We hold your personal information in a controlled and secure environment.

Your information is protected from unauthorised access, use and disclosure.

We use appropriate technical, organizational and administrative security measures to seek to protect any information we hold from loss, misuse, and unauthorised access, disclosure, alteration and destruction.

You must prevent unauthorised access to your account, where applicable, by selecting and protecting your password appropriately and limiting access to your computer or device and browser by signing off after you have finished accessing your account.

In regards to your personal information, do we use automated decision making or profiling?

We do not make decisions about you based solely on automated processing that would have legal or similarly significant effects for you (as described in Article 22 GDPR), and we do not use profiling of that kind.

Makeshapes does not carry out automated decision-making that produces legal effects concerning you, or that similarly significantly affects you, within the meaning of Article 22 of the GDPR.

We use AI tools in parts of our business (see "How do we use AI?" below). These tools do not make decisions about you, and no decision affecting you is taken on the basis of their output alone.

We do carry out ordinary marketing and audience analysis in relation to our own products and services. This does not produce legal effects concerning you or similarly significantly affect you, and you can object to it at any time by contacting us at [**privacy@makeshapes.com**](mailto:privacy@makeshapes.com).

How do we use AI?

We use AI tools to help run our business — for example to draft emails, transcribe meetings and produce content. We do not use your information to train AI models.

We use AI tools in our day-to-day work. This includes AI features built into Google Workspace, and specialist tools for transcribing meetings, drafting outbound messages and producing content. Where we use them, your personal information — for example your contact details, or what you say in a meeting with us — may be processed by those tools.

These AI providers act as our processors: they process your information on our behalf, under contract, only to return a result to us.

We do not use your information to train AI models, and our AI providers are contractually prohibited from using it to train theirs.

If you would like more detail about the AI tools we use, please contact us at privacy@makeshapes.com.

AI features inside the Makeshapes platform, which customers can switch on for their own organisations, are governed by our **Data Processing Agreement** and its AI Services Addendum rather than by this notice.

How long do we keep your information?

We only keep your personal information for as long as it is required.

We will keep your personal information:

- Until we no longer have a valid reason for keeping it
- Until you request us to stop using it.
- For as long as required by law (e.g we keep invoice information for 7 years to fulfil our tax obligations.)

We may keep just enough of your personal information to ensure that we comply with your requests to not use your personal information or comply with your right to deletion.

Where do we hold your information?

We hold your information mainly in Australia. Some of your information may also be held in or accessed from other countries — including New Zealand and the United States.

We hold your personal information mainly in Australia, in secure data centres operated by our cloud provider.

Because Makeshapes operates through both a New Zealand and a United States company, some of your information may also be held in, accessed from, or transferred to New Zealand and the United States, as well as other countries where our service providers operate.

Wherever your information is transferred, we take steps to ensure it stays protected. We do this by:

- Relying on adequacy decisions where they are available (for example, New Zealand benefits from an EU adequacy decision, so EEA data can be transferred there freely);
- Putting in place Standard Contractual Clauses — and the UK International Data Transfer Addendum where relevant — for transfers to countries without an adequacy decision, including transfers to the United States; and
- Maintaining appropriate safeguards such as encryption of your information in transit and at rest.
- Individuals in the European Economic Area also have a redress mechanism in relation to US signals-intelligence activities under US Executive Order 14086.
- If you are in the European Economic Area or the United Kingdom and would like more information about these transfer safeguards, please contact us at privacy@makeshapes.com.

Who is our representative in the EU and UK?

Makeshapes Limited and Makeshapes Inc. are both established outside the European Economic Area and the United Kingdom. We have appointed DataRep as our representative under Article 27 of the EU GDPR and Article 27 of the UK GDPR, for both companies.

If you are in the European Economic Area or the United Kingdom, you can contact our representative about how we handle your personal information. Please quote "Makeshapes" in your correspondence.

- **European Economic Area:** DataRep, 77 Camden Street Lower, Dublin, D02 XE80, Ireland
- **United Kingdom:** DataRep, 107-111 Fleet Street, London, EC4A 2AB, United Kingdom

DataRep also maintains a contact address in each EEA member state. The full list is at makeshapes.com/legal/eu-representative.

Contacting our representative does not replace contacting us directly — you can always reach us at privacy@makeshapes.com.

What are your rights?

You have the following rights in relation to your personal information:

- The right to be informed
- The right to access
- The right to correction
- The right to deletion
- The right to restrict processing
- The right to data portability
- The right to object
- The right to withdraw consent
- The right to complain

We hold your personal information mainly in Australia. However some of your information may be held elsewhere in the world.

Right	How we Protect Your Right
The right to be informed	We have published this Privacy Notice to keep you informed as to what we do with your personal information. We strive to be transparent about how we use your personal information.
The right to access	You have the right to access your information. Please email us (privacy@makeshapes.com) if you wish to access the personal information we hold about you.
The right to correction	If the information we hold about you is inaccurate or not complete, you have the right to ask us to rectify it. You can correct your information either within your account, if applicable, or by emailing us (privacy@makeshapes.com).
The right to deletion	This is sometimes called 'the right to be forgotten'. If you want us to delete all your personal information please email us (privacy@makeshapes.com).
The right to restrict processing	You have the right to ask us to restrict how we process your personal information. This means We are permitted to store the data but not further process it. If you want us to restrict processing of your information, please email us (privacy@makeshapes.com).
The right to data portability	We will allow you to obtain and reuse your personal information for your own purposes across services in a safe and secure way. Please email us (privacy@makeshapes.com) if you wish to port your information.
The right to object	You have the right to object to how we process your personal information. If you wish to object please email us

Right	How we Protect Your Right
	(privacy@makeshapes.com) .
The right to withdraw consent	If you have given us your consent to process your personal information but change your mind later, you have the right to withdraw your consent at any time. If you want to withdraw your consent, please email us (privacy@makeshapes.com) .
The right to complain to a Supervisory Authority	You have the right to complain if you feel that we have not responded to your requests to solve a problem.

How do I lodge a complaint?

You can make a complaint direct to our Privacy Officer. You can also make a complaint to the New Zealand Privacy Commissioner.

If you are a British or European resident, you can make a complaint to your Supervisory Authority.

You can complain by **emailing us** [\(privacy@makeshapes.com\)](mailto:privacy@makeshapes.com).

You also have the right to make a complaint to the New Zealand Office of the Privacy Commissioner. Information about how to lodge a complaint is available on their **website** [\(http://www.privacy.org.nz/\)](http://www.privacy.org.nz/).

If you are a British or European resident, you also have the right to make a complaint to the relevant Supervisory Authority.

Will you change this privacy notice?

We may change this notice from time to time.

We may change this notice from time to time in the future. Any such changes will be posted here and, where appropriate, notified to you in writing. We advise you to check back frequently to see any updates or changes, or subscribe to updates **here**.