

Thank you for agreeing to participate in Cyber Smart Week 2025 to encourage New Zealanders to take positive steps regarding their cyber security.

TERMS & CONDITIONS – Cyber Smart Week 2025

Cyber Smart Week campaign

1. NCSC, a division of the Government Communications and Security Bureau (“We” or “Us”), is running Cyber Smart Week 2025, a cyber security awareness campaign from 6 October – 12 October 2025 (the “**Campaign**”).
2. The Campaign runs from 12am Monday 6 October 2025 to 11:59pm Sunday 12 October 2025 (the “**Campaign Period**”).
3. The Campaign’s purpose is to educate the New Zealand public about the importance of cyber security and encourage the public to take positive action to protect themselves online (“**Campaign Purpose**”).
4. To effect the Campaign’s Purpose, We partner with New Zealand organisations (“**Supporters**”) to assist with the dissemination of key cyber safety messages by providing Supporters with campaign resources. These are as follows:
 - a. Read Me document;
 - b. editorial pack;
 - c. social media pack;
 - d. website pack;
 - e. posters;
 - f. screensavers;
 - g. translated content;
 - h. Lock Up Logo, if applicable; and
 - i. any other related or similar content,together “**Campaign Resources**”.
5. You have signed up to be a Supporter of the Campaign and by downloading, distributing and/or using Campaign Resources, You agree to these Terms.

Use of Campaign Resources

6. Your use of the Campaign Resources must be consistent with the Campaign’s Purpose.
7. Your use of the Campaign Resources must not materially change the messaging or wording contained within them. Rebranding the messaging and wording is permissible but must be consistent with the Campaign Purpose and guided by the Read Me document in the Cyber Smart Week 2025 Supporter Pack. We encourage You to use the Campaign Resources to be fit for Your audience.
8. Any messaging or information, which uses or incorporates Campaign Resources, must reflect best practice, accurate and up to date cyber security advice.

9. Our Campaign Resources must be publicly released and/or published, electronically or by hard copy, in conjunction with any of Your own messaging, during the Campaign Period only.
10. Any publicly released use of our Campaign Resources must not contain marketing material for any products or services unless they are directly related to best practice cyber security. Any marketing material must not contain any direct or implied endorsement by the NCSC, or the Government Communications Security Bureau.

Cyber Smart Week Events

11. If You choose to run a Cyber Smart Week event, which utilises Campaign Resources (“**Cyber Smart Event**”):
 - a. it must take place during the Campaign Period; and
 - b. it must not make a profit; and
 - c. any charges to attend events must be reasonable and nominal, covering event running costs only, e.g., venue hire or catering; and
 - d. any event charges must be clearly publicised to participants; and
 - e. it must comply with all applicable laws and regulations particularly in relation to health and safety.

Licence to Use

12. We grant You a non-exclusive, royalty free, non-transferable, non-sublicensable licence to use the Campaign Resources in accordance with these Terms.
13. If You specifically wish to use the Cyber Smart Week “lock-up” logo (“**Lock-Up Logo**”), we grant You a non-exclusive, royalty free, non-transferable, non-sublicensable licence to do so on the basis You notify Us prior to Your use at cybersmart@ncsc.govt.nz.

Privacy

14. Any personal information collected is for the purposes of promoting and supporting the Cyber Smart Week campaign and will be managed in accordance with the requirements of the Privacy Act 2020. Any personal information provided by individuals or Supporters will be used by us to manage the event and will be held for use in future campaigns or promotions. Your information will not be disclosed to third parties for commercial use. You have a right of access to your personal information, and you may request access or correct your details at any time. We will process your access request promptly. Please let us know if your details need to be updated or if you want to be removed from our database. For further information on our privacy policy and our complaints process please read our [Privacy Policy](#).

General

15. We reserve the right to accept or reject any proposed activity or Event that does not comply with these Terms.
16. We can modify or update these Terms at our sole discretion. Updated Terms will be available on the [website](#).
17. These Terms are governed by the laws of New Zealand.

Contact information

Please contact: cybersmart@ncsc.govt.nz.