Conversations Seminars Statement of Business and Marketing Ethics

written by Silvia Purdie *Version 2, August 2026*

Purpose

Conversations Seminars is a values-driven social enterprise.
Why?
To equip people for effective care, community, leadership and therapy.

The vision: Counsellors growing in confidence and competence. Churches as safe spaces for those who are struggling. Pastors & leaders growing in themselves and sustaining quality ministry. People from every culture stepping up into professional and leadership roles feeling strong in their cultural identity. People connecting across professions to overcome isolation and silos. The Holy Spirit released in new ways. Returning glory to God.

Values:

a) Everything starts from God and returns to God; a solid faith-in-action foundation.
b) Together we create spaces, both online and in-person, where people feel welcome, respected and uplifted.
c) Top-quality material, a commitment to excellence, through arranging skilled people to teach in their areas of expertise.
d) Low-cost easy access training.
e) Commitment to cultural diversity and gender balance of presenters.
f) Reflective practice; modeling and enabling life-long learning.
g) This is a small business which supports other small businesses.

Business Structure
Conversations Seminars is part of Silvia Purdie's private practice, which includes counselling and supervision; a small sole-trader business, not GST registered.
NZBN 9429053678348

Ethical Commitments:

1. **Safe and Trauma-Informed**
   a) I wish to align with the work of Te Tiriti-Based Futures, and I have chosen to promote their Community Code for Conversations Seminars events: https://www.tiritibasedfutures.info/about
   b) If anyone attending an event starts to act in a way which does not meet these expectations I will give a verbal request. If this is not followed I will put that person in the zoom Waiting Room. I will step out of the main call to discuss with that person privately. I have the option to Remove a person if I decide this is required.
   c) Conversations Seminars begin with a Karaipiture scripture, a pause or prayer.

d) Marketing will be relaxed and invitational, with no high-pressure, demanding or stress-inducing language.

2. Culturally Aware and De-colonial

I acknowledge that I am part of the dominant culture group as a middle-class highly educated white woman. I acknowledge my ancestry and my own family's role in colonisation, both in Aotearoa and in the Pacific. I acknowledge the role of the Church in being a colonial force. I honour Te Tiriti o Waitangi and its vital role in our nation. I celebrate the places where I stand as Pākehā in bicultural and multicultural space.

Diversity of presenters is important. I want to bring to Aotearoa training from Pasifika and Māori experts as well as Pākehā.
Presenters are chosen for their ability to connect across cultures.
I note the challenge to operate in decolonial ways which enable people to be who they are and feel respected, at the same time as operating clear schedules and systems, which can feel quite Western.

3. Accurate Marketing

Ethical issues include the risk of subtle deception, creating a gap between expectation and reality. Event descriptions will be accurate, current and corrected promptly if errors are identified.
I do my best to closely align description of event content with what actually happens in the event. This can be challenging with contracting other presenters, who are free to bring whatever they bring on the day.
DISCLAIMER: The views and teaching perspectives of presenters do not necessarily reflect my own views. Conversations Seminars is about opening up dynamic conversations, not controlling content.

4. Transparency

The ethical issues involve the risk of non-disclosure of relevant information in order to manipulate people.

a) A value of this business is to support other businesses. This means that presenters are invited to share with participants information about their business, and offer promotions. Transparency involves me including links in publicity to presenter's businesses, so that potential attendees can check that this business aligns with their interests and values prior to registering for an event.
b) Financial tracking and reports related to events are freely available on request.
c) Humanitix adds fees to the registration process. These are clear, with no hidden costs, and Humanitix provides open access regarding where their profits go, including education charities: https://humanitix.com/nz/impact

5. Communication Trust

I want people to welcome an email from Conversations Seminars! This requires a commitment to:

- minimal volume of emails
- warm, respectful friendly tone

- good advance notice to enable ease of planning
- high quality visual images
- matching events to target audiences to maximise interest and relevance
- open access of my contact details so that people can contact me.

6. Minimal Collection of Information

a) My data collection minimises the information I collect about individuals.
b) Humanitix collects email addresses and phone numbers, which are required for me to provide the service (i.e. the training event) that people are contracting from me.
c) Event attendees names and email addresses are added to Conversations Seminars marketing database, with people given the option to opt out.

7. Informed Consent

How do I ensure that people receiving emails from me are giving their informed consent to being on my mailing list?

a) When people sign up for an event, in email communication I inform them that I will be sending them information about other events in the future, and inviting them to Unsubscribe if they wish.
b) All Hubspot newsletters have an Unsubscribe feature.
c) All group emails include a note that if the receiver wishes to not be on my mailing list they can reply with a 'No thanks' message.
d) I acquire names and email addresses which are openly publicly listed on the internet.

8. Privacy and Data Security

How do I protect the privacy of people's names and email addresses?

a) All group emails are sent as BCC (blind copy) for sendees.
b) When I create Google Calendar events I set the invite settings so that invitees cannot see the other invitee emails.
c) After each event I share the list of attendees with the event presenter, with clear instructions that this list is to be used only for the purposes of further communication about the topic of the event, and to not be shared with any 3rd party.
d) I store Word lists on my laptop, which is backed up with Time Machine onto an external hard drive. I do not upload to the cloud.
e) My laptop is password protected. Emails are protected by Apple Mail privacy systems. My laptop, phone and internet connection is protected by Bitdefender VPN.

What are the risks?

- My laptop stolen and hacked.
- Human error in copying in people incorrectly so that email addresses of other people can be viewed by others on the list.
- Digital attack.

9. Fair Pricing

a) Registration fees are set in discussion between myself and presenters.
b) We aim for appropriate compensation for the presenters while committing to accessible pricing for attendees.
c) I include a koha or discounted fee option so that cost is not a barrier for people without stable income.

10. Contracting

Correspondence with potential presenters sets out clearly the financial benefits.
I contract speakers on a profit-share arrangement.
No tax is involved; presenters are expected to cover their own tax responsibilities.
Presenters retain their own Intellectual Property, and decide how any recordings are made available afterwards.

11. Environmental Sustainability

Conversations Seminars is an online business, with near-zero use of paper or postage. Carbon costs are those related to internet use.
My own internet and home electricity provider is Mercury, a green energy producer with a proactive climate strategy:
https://www.mercury.co.nz/media/Mercury%202025%20Climate%20Statement.pdf
I use approx 500GB of data per month.
Some events are in-person, requiring the travel of people to attend. Where possible I choose venues with good public transport access.

12. Complaints Process

I welcome any feedback about Conversations Seminars events, including concerns and complaints. I encourage direct communication, and commit to responding quickly.
I accept that I am human and am liable to make mistakes. I acknowledge that mistakes can occur, and I am committed to responding to concerns promptly, respectfully and transparently.
I am a full member of the New Zealand Christian Counsellors Association, and a national ordained minister of the Presbyterian Church of Aotearoa New Zealand. Both these bodies have well established complaints procedures. Anyone needing support with a significant concern about my professional conduct is free to engage with either process.
NZCCA: https://www.nzcca.org.nz/about/ethics/questions-and-concerns/
PCANZ: https://www.presbyterian.org.nz/for-parishes/complaints-process

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https://www.conversationscounselling.nz/seminars.html