

INTELLIGENT PACKAGING PTY LTD T/A BAROKES WINES

PRIVACY POLICY

This Privacy Policy applies to the services offered by Intelligent Packaging (ABN 48 601 469 158).

1. PERSONAL INFORMATION IS IMPORTANT

Barokes Wines is committed to safeguarding personal privacy. It recognises that individuals have a right to control how their personal information is collected and used. Providing personal information is an act of trust and it is taken seriously. Unless given consent to do otherwise, Barokes Wines will only collect and use personal information as set out below.

Barokes Wines has developed and implemented its principles on personal information which reflect world best practice on privacy policies. These principles meet and exceed the requirements of the Australian privacy legislation.

2. COLLECTING PERSONAL INFORMATION

Barokes Wines will not collect or monitor any personal information about an individual without their consent. The only personal information collected is what has been provided voluntarily.

When a product is purchased or through marketing activities (online, in a store, over the telephone etc.), personal information may be requested (such as name and address) in order to service product, provide upgrades or updated information, and advise of other Barokes Wines promoted products, which may be of interest. No one is obligated to provide personal information. However, failure to do so may result in Barokes Wines being unable to sell you products and/or provide certain services including after sales services.

3. USE OF TRACKING TECHNOLOGIES

Barokes Wines uses tracking technologies such as cookies or web beacons to make use of the website and services as convenient as possible. Cookies are pieces of information that a web site transfers to a computer's hard disk for record keeping purposes. Web Beacon is a technical method that sends information related to the access to websites, when you browse websites, open or preview an HTML-formatted email. Most web browsers are set to accept tracking technologies such as cookies or web beacons. These tracking technologies do not themselves personally identify users, although they do identify a user's browser. These tracking

technologies allow Barokes Wines to monitor the items an individual may want to purchase as they move through the shopping site, and to record how many people are using the different parts of the site. It is possible to set the browser to refuse tracking technologies such as cookies or web beacons, however, this may limit the services provided by Barokes Wines web site.

4. USING AND DISCLOSING YOUR PERSONAL INFORMATION

Personal Information will be used for the following primary purpose

- To fulfil obligations under any sale and purchase contract and/or any other contract between the individual and Barokes Wines.
- To provide information about products, service and/or special offers.
- To obtain opinions or comments about products and/or services.
- To record statistical data for marketing analysis.

For the purpose described above, information may be shared with associated Barokes Wines suppliers either in Australia or overseas.

5. CONTACT BY BAROKES WINES

Barokes Wines may contact individuals using the information which was provided by them in order to:

- Provide information that may be of interest about promotions, new Barokes Wines products and services, special offers and other matters that may be of interest
- To sell product and/or information about/from Barokes Wines.
- To send newsletters and other communications.

Barokes Wines does not send advertising information without obtaining prior consent. If an individual receives communications from Barokes Wines which they do not wish to receive, they may remove their name from the database by contacting Barokes Wines on the customer enquiry email info@wineinacan.com. Please allow 21 days for this request to be processed.

6. INDIVIDUAL'S RIGHT OF ACCESS

Individuals have the right to review their own information that may be recorded on the Barokes Wines database. Information may be reviewed by contacting Barokes Wines on the customer enquiry email info@wineinacan.com.

7. CHANGING AND DELETING THE INFORMATION WE HAVE ABOUT YOU

Information contained on the database may be amended by contacting Barokes Wines on the customer enquiry email info@wineinacan.com. In the same way, a request may be made to delete personal information, and all reasonable steps to delete the information will be made, except where it is required for legal reasons. Deletion of information may result in Barokes Wines being unable to sell products directly and/or provide certain services.

8. STORAGE AND SECURITY OF PERSONAL INFORMATION

Barokes Wines will endeavour to take all reasonable steps to keep secure any personal information recorded, and to keep this information accurate and up to date. The information is stored on secure servers if in digital format, or in locked areas if in hardcopy format: these repositories are protected in controlled facilities. In some cases these facilities may be overseas. Barokes Wines employees and data processors are obliged to respect the confidentiality of any personal information held by Barokes Wines. However, security of communications over the Internet cannot be guaranteed, and therefore absolute assurance that information will be secure at all times cannot be given. Barokes Wines will not be held responsible for events arising from unauthorised access to personal information.

9. BAROKES WINES AND LINKS TO OTHER WEBSITES

Barokes Wines provides links to web sites outside of the www.wineinacan.com site. These linked sites are not under the control of Barokes Wines, and Barokes Wines is not responsible for the conduct of companies linked to the www.wineinacan.com web site.

10. CREDIT CARD PAYMENTS

Barokes Wines use secure webpages and offer the use of our secure real time credit card transaction server. Barokes Wines reserve the right to refuse to supply to individuals whose credentials cannot be verified. Barokes Wines use discretion in these matters and will not authorise payment or supply unless we are completely satisfied that the order is legitimate.

11. PROBLEMS OR QUERIES

Queries relating to the Privacy Policy, or any problems or complaints may be directed to the Personal Information Officer by emailing the customer enquiry email info@wineinacan.com.

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