

Wine Marlborough Privacy Policy

WHY YOUR PRIVACY MATTERS TO US

Wine Marlborough Limited (Wine Marlborough) is 100% owned by the Marlborough Winegrowers Association Incorporated and represents all wine companies and grape growers in New Zealand's largest wine region. Our purpose is to proudly stand up for and build the reputation of Marlborough's wine region. Everything we do at Wine Marlborough is purpose of protecting and enhancing the reputation of Marlborough wine and our members.

Protecting Wine Marlborough Members is one of our key objectives. We understand that in part this reputation depends on the respectful and responsible management of the personal information we process. This means that when we process (collect, use, store or share) personal information, we're committed to doing so in ways that maintain and grow that reputation.

WHAT THIS PRIVACY STATEMENT DOES

This privacy statement provides an overview of the way Wine Marlborough process (collect, use, store, and share) personal information. We might also give you more specific information about how we will process your personal information at the time we collect personal information from you. In this privacy statement, where we say 'you' we mean any individual that we process personal information about. We will regularly review this privacy statement, and from time to time we may update it. The current version will always be on our website ([under resources](#)).

Most of the time, we process personal information to meet our legitimate activities as Marlborough's regional organisation for our grape and wine industry, including making sure we are providing the best services we can to our members. We may also process personal information to meet our contractual obligations, and at other times will rely on your consent to do so (e.g. for certain marketing purposes).

In this privacy statement you can find out what types of personal information we may collect about you and the purposes for which we may use and share it. To carry out these purposes we may sometimes share personal information with trusted third-party suppliers who provide us with services such as data storage, webinar hosting, email management, event administration (including payment), auditing and compliance services, and election management. Where we do so, we do our best to ensure that these third parties will protect your information and only use it for the purposes that we have shared it with them for. We will never sell your personal information.

In addition to the purposes set out in this privacy statement, we may also collect, use and share your personal information where we are required or allowed to by law (for example, with government agencies), or where you have given your consent. We may also share personal information about you where we think this is necessary to enforce any legal rights we may have, or to protect the rights, property and/or safety of you or others. In some circumstances you do not have to provide us with the personal information we ask for. However please be aware that if you do not provide information, we have requested we may not be able to assist you or provide you with services.

WHAT WE DO WITH YOUR INFORMATION

We collect, use, and share personal information for the following purposes:

Members

Wine Marlborough performs a wide range of tasks to support our members. To do this we need to collect some personal information about them. While most of our members are companies (or other legal entities that are not individuals), we do collect and use personal information about the business owner and other people we deal with at those businesses. Other information is collected for the purpose of communicating with members (including responding to member queries or requests for assistance), providing marketing and promotional services, events, governance, managing our elections and advocating on behalf of the industry with local or central Government.

We may also share personal information about our members with the National winegrower association so that they may contact members for the purpose of offering support and providing information.

From time to time we run competitions and surveys that our members can take part in or offer other forms of support to members. When you provide us with personal information to participate in any of these activities, we will use that information solely for the purposes in relation to those activities.

We may also provide you information about opportunities offered by third parties, including for instance scholarships, sponsorships, opportunities and advertising. In those cases, the third party will be responsible for processing any personal information you share with them for that purpose.

Hosting events

Wine Marlborough proudly owns and/or operates various events designed for members and/or consumers in which collecting personal information is required to administer and run the event (such as the name, contact details and dietary or accessibility requirements of attendees). Payments taken for events are managed by the third-party ticketing services we use. In the rare occasion that we may collect credit card details for a manual payment we will never store these details and will destroy any details within 7 days of the transaction being complete. We may take and publish photographs or video of event attendees on our website and social media channels. We will not however use these photographs or video in our marketing without your prior permission.

Research, marketing and media

So that we can do our job of supporting and promoting Marlborough wine we carry out a range of research and marketing activities, and also publish the Winepress magazine and make media statements where appropriate. To facilitate these activities, we may collect personal information from you when you interact with us on our website or via social media, work with us on market research (including surveys), participate in an interview, media event or webinar, or when you enter our competitions or promotions.

We may also collect personal information about you when you publicly post or engage with us on social media platforms, participate in stories for our magazine, or make contact with us in other ways. This may include recording your phone calls or other electronic communications such as videoconferencing with us.

Website visitors

We collect and use information about users of the Wine Marlborough website so that we can better understand how our website is used. To do this, we use cookies, which are small data files that our website sends to your browser to be stored on

your system for later retrieval by our website. Cookies track your movements through websites but do not record any personal information about you other than your IP address. Cookies we use include Google Analytics (and you can find out more about how that works via this link: <https://policies.google.com/technologies/partner-sites>) and ReCaptcha to prove you are not a robot. You can restrict some of the information we collect by changing your cookies and/or browser settings, but this may limit the functionality of the website.

Social media cookies

We use social media on some sections of our website to help communicate our messages and give you the best experience – e.g. Facebook and Twitter plugins, and the YouTube videos we embed. These social media services have their own privacy policies and may track your use of our website on those pages where their links are displayed. They do this by the use of persistent session cookies. If you are logged in to those services (including any Google service) while using our site, their tracking will be associated with your profile with them.

HOW WE LOOK AFTER YOUR PERSONAL INFORMATION

We take care to ensure that the personal information we hold is protected by appropriate security safeguards. All of the personal information we retain is stored solely in the cloud. We will only retain your personal information for as long as we have a valid basis to do so for the purpose, we obtained it, or other lawful purpose.

YOUR RIGHTS

You have the right to request a copy of your personal information or ask us to correct it if we have got it wrong. In some circumstances, you can withdraw your consent for us to use your personal information, ask us to stop using it, or delete personal information about you. You may also have the right to be request a copy of your personal information in an easily portable form.

Wine Marlborough collects members information (primarily contact information) via New Zealand Winegrowers. If you are a member of New Zealand Winegrowers, members can access and update basic personal information NZW holds about them but can also make a request to us here at Wine Marlborough for more detailed information that might not be included in the Member Portal.

To exercise any of these rights, to make a complaint or ask a question about your personal information, please contact us in any of the below ways:

- Email generalmanager@winemarlborough.nz with the subject matter 'Privacy' or phone 03 577 2390
- Write to Wine Marlborough Limited, PO Box 511, Blenheim 7240

We'll do our best to help you, but if we can't, then you have the right to make a complaint to the Office of the New Zealand Privacy Commissioner who can be contacted by:

- Completing an online complaint form at www.privacy.co.nz; or
- Writing to the Office of the Privacy Commissioner, PO Box 10-094, The Terrace, Wellington 6143.



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Requests for further authorisation should be directed to admin@wine-marlborough.co.nz

Thank you.