

Shelmerdine Vineyards Website Privacy Policy

About this policy

Shelmerdine Vineyards is committed to protecting the privacy of any personal information it holds about individuals in accordance with the applicable laws. Shelmerdine Vineyards has implemented measures to comply with its obligations under the relevant Australian privacy laws.

Why does Shelmerdine Vineyards collect my personal information?

Shelmerdine Vineyards collects your personal information to allow it to perform its business functions. For example Shelmerdine Vineyards may collect your personal information to enable you to participate in a Shelmerdine Vineyards promotion or to allow Shelmerdine Vineyards to market its current and future products and services to you.

What personal information does Shelmerdine Vineyards collect?

The types of personal information Shelmerdine Vineyards collects will depend on the nature of your dealings with Shelmerdine Vineyards and may (but does not always) include:

- your name;
- gender;
- date of birth;
- address;
- personal and/or work contact details (e.g. phone numbers and email addresses); and/or
- payment details (e.g. credit card number).

If necessary, Shelmerdine Vineyards may also ask you to provide it with additional personal information from time to time.

Importantly, Shelmerdine Vineyards does not collect any personal information it does not need to perform a business function, and generally it will not collect any information about you without your prior consent.

What if you don't provide Shelmerdine Vineyards the personal information it requires?

If you can't, or won't, provide Shelmerdine Vineyards with the personal information it reasonably requires, Shelmerdine Vineyards may be unable to provide you with the information, goods or services you have requested.

How does Shelmerdine Vineyards collect my personal information?

Shelmerdine Vineyards tries to collect personal information directly from you. That collection generally occurs when you:

- request information from, or have dealings directly with Shelmerdine Vineyards;

- participate in a competition or trade promotion conducted by Shelmerdine Vineyards;
- participate in a survey conducted by Shelmerdine Vineyards;
- access or request information from Shelmerdine Vineyards website; or
- provide information to Shelmerdine Vineyards customer service centre.

In some circumstances however, Shelmerdine Vineyards may also collect your personal information from third parties, but where it does so, it will ensure that it acts in accordance with relevant privacy laws.

Shelmerdine Vineyards will take reasonable steps to ensure that you are aware of the purposes for which it collects your personal information.

How does Shelmerdine Vineyards use my personal information?

Shelmerdine Vineyards uses your personal information for purposes including (but not limited to):

- providing you with the Shelmerdine Vineyards goods or services you request;
- promoting and marketing Shelmerdine Vineyards current and future products and services to you;
- informing you of upcoming events, special promotions and offers, discounts and other matters which Shelmerdine Vineyards considers may be of interest to you;
- conducting research (including but not limited to client surveys) concerning Shelmerdine Vineyards current and future products or services; and
- to improve the operation or navigation of Shelmerdine Vineyards website.

Shelmerdine Vineyards may also use your personal information for other purposes not listed above which will be made obvious to you at the time Shelmerdine Vineyards collects that information, or for such purposes as may be required or permitted by law.

If Shelmerdine Vineyards uses your personal information for direct marketing purposes, all correspondence sent to you by Shelmerdine Vineyards will give you the opportunity to "opt out" of receiving any further direct marketing correspondence.

Will Shelmerdine Vineyards give your personal information to anyone else?

In providing you the information, goods or services you request, Shelmerdine Vineyards may be required to disclose your personal information to:

- Shelmerdine Vineyards consultants, contractors and service providers performing services including (but not limited to) legal and accounting services, credit reporting, mail-house, transport and printing services.

Other than those third parties referred to above, Shelmerdine Vineyards will not disclose your personal information to any other third party unless it has reasonable grounds to believe:

- you have authorised Shelmerdine Vineyards to do so;
- your safety, or the safety of others in the community, is at risk; or
- Shelmerdine Vineyards is required or permitted by law to do so.

If Shelmerdine Vineyards provides your personal information to a third party, Shelmerdine Vineyards generally requires the third party to protect your personal information in the same way Shelmerdine Vineyards does.

Is my personal information secure?

Shelmerdine Vineyards takes reasonable steps to ensure personal information it holds about you is protected from risks such as loss, unauthorised access, use, destruction, modification or disclosure. Shelmerdine Vineyards only permits its authorised personnel or consultants to access your personal information for legitimate business purposes.

No data transmission over the internet is totally secure. As a result, any personal information you send to Shelmerdine Vineyards over the Internet (including via email) is sent at your own risk.

If Shelmerdine Vineyards determines it no longer requires your personal information, Shelmerdine Vineyards will take reasonable steps to de-identify or securely destroy that information as soon as practicable.

Your rights of access and correction

The accuracy of your personal information is important. Shelmerdine Vineyards takes reasonable steps to ensure personal information it holds about you is accurate, complete, up-to-date, relevant and not misleading. If you believe that any personal information Shelmerdine Vineyards holds about you is incorrect, please contact Shelmerdine Vineyards by email to info@shelmerdine.com.au with details of the relevant updated information.

You have a general right to access the personal information Shelmerdine Vineyards holds about you. You may contact Shelmerdine Vineyards to request details of your personal information by email to info@shelmerdine.com.au. Shelmerdine Vineyards can deny your request in some circumstances and if it does so, will provide you with written reasons for that denial.

While there is no fee for requesting access to the personal information Shelmerdine Vineyards holds about you, Shelmerdine Vineyards reserves the right to charge a reasonable fee for the preparation and provision of that information to you.

You also have the right to request the correction of personal information which Shelmerdine Vineyards holds

about you. You may do so at any time by contacting Shelmerdine Vineyards by email to info@shelmerdine.com.au. Shelmerdine Vineyards does however reserve the right to refuse to correct your information in some circumstances. If Shelmerdine Vineyards refuses to correct any personal information about you, and subsequent agreement cannot be reached between the parties on this issue, you may request that a note or statement regarding the correction requested be attached to your personal information.

Changes to this privacy policy

Shelmerdine Vineyards reserves the right to change this Privacy Policy from time to time. If Shelmerdine Vineyards changes this Privacy Policy, it will post a copy of the updated policy on this website and your continued use of this website following that posting will constitute your acceptance of the terms of the updated policy.

How do I obtain more information or lodge a privacy complaint?

If you:

- require further information regarding this Privacy Policy or any other steps Shelmerdine Vineyards has taken to protect your personal information or privacy; or
- have any concerns or a complaint regarding Shelmerdine Vineyards privacy practices or its management of your personal information,

Please contact Shelmerdine Vineyards by email to info@shelmerdine.com.au. Shelmerdine Vineyards will endeavour to respond to you within 20 business days.

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