

## Chas Cole Cellars Privacy Charter

At Chas Cole Cellars we respect the privacy of everyone who uses the <http://chascolecellars.com.au> website (the "Site") and we are committed to maintaining the privacy and security of the personal information of all users of the Site. This Site is operated and owned by Chas Cole Cellars Pty Ltd. Our Privacy Charter ("Charter") on how we collect and use personal information and other information is outlined below. It will explain how we protect that information and what choices you have about how it is used.

PLEASE READ THIS PRIVACY CHARTER CAREFULLY BEFORE USING THIS SITE.

We are committed to protecting the privacy of children. The information and services offered by Chas Cole Cellars Pty Ltd on the Site are not directed at children or teenagers under 18 years of age. We do not knowingly solicit or collect personally identifiable information about children or teenagers under 18.

### 1 Your Acceptance

1.1 This Charter applies to and should be read in conjunction with the Terms and Conditions which are available on the Site <http://chascolecellars.com.au>.

1.2 By viewing and using the Site you will be deemed to have agreed to the matters described in this Charter. If you do not agree with the terms of this Charter, then you should stop accessing and using the Site immediately.

1.3 Further, you should review this Charter regularly, as it may be updated from time to time, at Chas Cole Cellars' discretion.

### 2 Personal Information

2.1 We collect the personal information that you provide to us on a voluntary basis in two ways:

- (a) when you choose to order/purchase one of the products available on the Site; and
- (b) when you submit questions or comments that include personal information.

The personal information we collect may include full name, title, company, address for delivery, contact telephone number(s), email address and other relevant information required to process your order.

2.2 We may collect and use personal data for the purposes of providing the most appropriate products and running our business. We use this information so that:

- (a) we can provide information to allow you to make an informed choice on products and services;
- (b) we can seek your feedback or to contact you in relation to those products offered on the Site;
- (c) we can administer or otherwise carry out our obligations in relation to any agreement you have with us;
- (d) we can resolve problems and enhance the Site to better meet your needs as consumers or advertisers or merchants;
- (e) we can process and respond to requests, improve our operations, and communicate with users about our products, services and businesses; and
- (f) we can meet our legal obligations.

2.3 Unless you have agreed otherwise and except as otherwise specified below, we will not use or share, either within Chas Cole Cellars or with a third party (including affiliates), any information collected from you for direct marketing purposes. We may share information within our company and with our agents, affiliates or contractors, for purposes other than direct marketing, such as for storage, or for carrying out the processing detailed above, or because of where the computer servers are located.

This may mean transmitting the information to another country where, for example, our agent,

affiliate or contractor is located. We will ensure that our affiliates, agents and contractors protect your personal information in a manner consistent with this Charter.

2.4 With your consent, we may use your personal information that you provided to Chas Cole Cellars Pty Ltd when you order products from the Site or contact Chas Cole Cellars Pty Ltd for direct marketing purposes. Subject to your continuing consent, your personal information will be processed for direct marketing purposes for a maximum of five (5) years from the date of your consent.

2.5 We collect and use credit card and other payment details you provided us to purchase products online (including credit card details) for the products or orders you request ONLY. These details will not be disclosed to a third party or used by us for any other purpose. Every available effort will be made to keep these confidential and secure.

2.6 To the extent required or permitted by law, we may also collect, use and disclose personal information in connection with security related or law enforcement investigations or in the course of cooperating with authorities or complying with legal requirements.

2.7 We may also remove all the information that identifies you and use the remainder of the information for historical, statistical or scientific purposes.

2.8 In addition, we may have collected similar information from you in the past through a visit to one of our stores. By entering the Site you are consenting to the terms of our Charter and to our continued use of previously collected information.

### **3 Tracking Activity on our Site**

3.1 When you browse the Site, you browse anonymously. Personally identifiable information is not collected as you browse. However, we track how the Site is used by using a small string of text that is sent to your browser known as a 'cookie'. Our use of cookies is described in more detail in the next section.

3.2 All such information will be used only to assist us for the purposes of providing an effective service on the Site. You will not personally be identifiable from this information.

### **4 Cookies**

4.1 Cookies collect information that includes how you have used the Site, the time and date of your access to the Site, pages of the Site that you accessed and the time you spent on the Site. This information is used in an anonymous form for statistical purposes and as such, cannot be used to identify you individually. A cookie cannot retrieve any other data from your hard drive, pass on computer viruses or capture your email address or any other personally identifiable information. You should note that accepting cookies is required if you want to view the Site, because they are essential for the Site administration and security.

### **5 Security**

5.1 We have implemented technology and policies, with the objective of protecting your privacy from unauthorised access and improper use.

### **6 Disclosure of Your Personal Information to Third Parties**

6.1 We may disclose your personal information to third parties in the following circumstances -

- (a) if required to do so or permitted by law;
- (b) to various regulatory bodies and law enforcement officials and agencies to protect against fraud and for security purposes; and

(c) to our contractors and related entities for the purpose of providing products, responding to your enquiries or direct marketing.

6.2 Where we engage third party contractors to perform services for us, those third party contractors may be given access to your personal information for the purposes of providing services to us. If we give a third party service provider your personal information, we will also make them aware of this Charter and ask that they handle your personal information in accordance with it. However, beyond this, we will not be liable if they do not comply with this Charter.

## **7 Changes to this Privacy Charter**

7.1 We may amend this Charter from time-to-time. If we make any substantial changes in the way we use your personal information, we will notify you by posting an announcement on the Site.

## **8 Your Privacy Choices**

8.1 We respect your choice in relation to your personal information. If you do not wish your personal information to be disclosed please inform us at the time of providing us with the information and this information will not be used or disclosed for a purpose other than that for which it was intended.

8.2 Where you receive mail about new products, emails or other direct marketing you have the choice to discontinue to be on our mailing list. If you do not wish to receive any direct marketing or other information from Chas Cole Cellars simply email [enquiry@chascolecellars.com.au](mailto:enquiry@chascolecellars.com.au) with the subject "unsubscribe" and include your contact details so we can remove you from our mailing list.

## **9 Contacting Us**

9.1 You have the right to access personal information we hold about you at all times. If you are concerned about our use of your personal information, or have questions or comments regarding this website please contact us at: [enquiry@chascolecellars.com.au](mailto:enquiry@chascolecellars.com.au) or via mail to Chas Cole Cellars at 10 Reid Street Bayswater, Victoria 3153, Australia

## **10 Further Information on Privacy**

10.1 You may obtain further information regarding privacy issues in Australia by visiting the Australian Federal Privacy Commissioner's website at: [www.privacy.gov.au](http://www.privacy.gov.au)