

Privacy Policy – BENTON WINE GROUP trading as ‘Pask Winery’ and ‘Jackson Estate Winery’

WHY YOUR PRIVACY MATTERS TO US:

Benton wines Ltd as data collectors are passionate about privacy. We respect your right to privacy when you use any of our digital media platforms (such as website, mailing lists, social media, event registration, wine club accounts, and any other electronic communication).

The purpose of this Privacy Policy describes how your personal information is collected, used, and shared when you visit or make a purchase from www.pask.co.nz or www.jacksonestate.co.nz (the “Sites”) or any Digital Media platforms we operate as Jackson Estate Wines or Pask Winery

Most of the time we process personal information for the use of our social media, website, wine club membership, event activities and any digital platforms from New Zealand to make sure we provide the best possible service to our customers. There are times we also operate internationally to provide the best possible services to our International customers.

WHAT DOES OUR PRIVACY POLICY EXPLAIN?

- 1) The type of Personal Data we collect and how we collect it.
- 2) Why do we use tracking technologies and how we collect it and how do we use it?
- 3) How we use and may share your personal information.
- 4) Our responsibility towards you in collecting your personal information through third party websites.
- 5) How you can access or amend your personal information.
- 6) How long do we hold your personal information for?
- 7) Minors
- 8) Who can you contact for more information?
- 9) Changes to our Privacy Policy

1) THE TYPE OF PERSONAL DATA WE COLLECT AND HOW WE COLLECT IT:

When you visit the websites, we automatically collect certain information about your device, including information about your web browser, IP address, time zone, and some of the cookies that are installed on your device. Additionally, as you browse the Site, we collect information about the individual web pages or products that you view, what websites or search terms referred you to the Site, and information about how you interact with the Site. We refer to this automatically collected information as “Device Information.”

Subjectable to applicable law requirements, we may also use a variety of technologies that collect and provide information about how our Digital Media is accessed and used by you. We may also use third party websites, such as Google or Social Media that you use (usage information) to gain demographical information about your activities on our digital media platforms.

Demographic information includes which pages you viewed, how long you viewed the page for, your age, gender, and areas of interest on our media platforms where available.

2) WHY DO WE USE TRACKING TECHNOLOGIES AND HOW DO WE USE IT?

Benton Wine Group uses tracking technologies to better understand the customers who are browsing our media platforms which allows us to tailor our requirements to better suit our customer needs.

We collect Device Information using the following technologies:

“Cookies” are data files that are placed on your device or computer and often include an anonymous unique identifier. For more information about cookies, and how to disable cookies, visit

<http://www.allaboutcookies.org>

“Log files” track actions occurring on the Site, and collect data including your IP address, browser type, Internet service provider, referring/exit pages, and date/time stamps.

“Web beacons,” “tags,” and “pixels” are electronic files used to record information about how you browse the Site.

“Cookies” are data files that are placed on your device or computer and often include an anonymous unique identifier. For more information about cookies, and how to disable cookies, visit

<http://www.allaboutcookies.org>.

“Squarespace” is our platform we use to collect personal data when you make a purchase or attempt to make a purchase through the Site, we collect certain information from you, including your name, billing address, shipping address, payment information (including credit card numbers) email address, and phone number. We refer to this information as “Order Information.” This is then integrated using “Mailchimp” which is the platform used to communicate to email subscribers.

3) HOW WE USE YOUR PERSONAL INFORMATION:

We use the Order Information that we collect generally to fulfil any orders placed through the Site (including processing your payment information, arranging for shipping, and providing you with invoices and/or order confirmations). Additionally, we use this Order Information to:

Communicate with you in terms of promotions, newsletters, discounts, special offers and events. All customers can consent to this and opt out at any time.

Enable you to purchase products on our website. We use your data to manage your order and deliver your products.

Screen our orders for potential risk or fraud; and

When in line with the preferences you have shared with us, provide you with information or advertising relating to our products or services.

Reminders for upcoming wine club shipments, processing dates, status of shipments and expired credit cards against relevant accounts.

We use the Device Information that we collect to help us screen for potential risk and fraud (in particular, your IP address), and more generally to improve and optimize our Site (for example, by generating analytics about how our customers browse and interact with the Site, and to assess the success of our marketing and advertising campaigns).

4) OUR RESPONSIBILITY TOWARDS YOU IN COLLECTING YOUR PERSONAL INFORMATION THROUGH THIRD PARTY WEBSITES:

We share your Personal Information with third parties to help us use your Personal Information in the following ways:

Marketing purposes where consent was given.

For support purposes. We may use support agents or contractors to assist in delivering marketing activities for the internal operations of our Digital Media. Any third party used will always provide the same level of security for your Personal Data and Information as Benton Wine Group and are bound, where required, to always keep our Personal data private and secure.

Finally, we may also share your Personal Information to comply with applicable laws and regulations, to respond to a subpoena, search warrant or other lawful request for information we receive, or to otherwise protect our rights.

In the event of a merger or acquisition of all or part of Benton Wine Group by another company, or if Benton wines were to sell or dispose of all or a part of the Benton Wines business, the acquirer would have access to the information maintained which could include Personal Data, subject to applicable law. Similarly, Personal Data may be transferred as part of a corporate reorganization, insolvency proceeding, or other similar event, if permitted by and done in accordance with applicable law

5) HOW YOU CAN ACCESS OR AMEND YOUR PERSONAL INFORMATION:

You can access and amend your details by emailing jacksonestate@bentonwines.co.nz

You can opt out of any of our services by access the following sites:

Facebook: <https://www.facebook.com/>

Instagram: <https://www.instagram.com/>

Mailchimp: lick on the unsubscribe button on the email newsletter.

Google Ads: <https://adssettings.google.com/>

6) HOW LONG DO WE HOLD YOUR PERSONAL INFORMATION FOR?

When you place an order through any of our media platforms, we will maintain your Order Information for our records unless and until you ask us to delete this information.

7) MINORS

Our websites are not intended for individuals under the age of 18. Age consent must be given before admission to our online store.

8) WHO CAN YOU CONTACT FOR MORE INFORMATION?

For more information about our privacy practices, if you have questions, or if you would like to make a complaint, please contact us by e-mail at jacksonestate@bentonwines.co.nz or by mail using the details provided below:

+64(03) 572 9500

Benton Wine Group c/o: Jackson Estate Winery

77 Jacksons Road, Marlborough, New Zealand, 7272

9) CHANGES TO OUR PRIVACY POLICY:

We keep our privacy policy under regular review, and we will place any updates on this web page.

This privacy policy was last updated in August 2023.