



Privacy Policy

Definitions

- (i) **"BWM", "Bacchus", "BWM Wine Merchant", "we", "us", or "our"** refers to BWM Wine Merchants Pty Ltd as Trustee for BWM Wine Merchants Trust (ABN 72 338 923 086), including its executors, administrators, successors, and assigns in Australia.
- (ii) **"Customer", "you", or "your"** refers to the person or entity purchasing goods from BWM, including their employees, authorized persons, and users accessing BWM's online ordering portal under the domain bacchuswinemerchant.com.au.
- (iii) **"Online Ordering Portal" or "bacchuswinemerchant.com.au"** refers to the ordering platform, portal, app, software, website, or any other digital method provided by BWM for customers to search for products and make purchases.

1. Introduction

Your privacy is important to us. This Privacy Policy explains how we collect, use, and protect your personal information when you use our Online Ordering Portal and participate in our marketing campaigns.

2. Gathering Personal Information

BWM may collect personal information when you participate in marketing campaigns or use our Online Ordering Portal. The information we collect may include contact details and demographic data. This information is provided voluntarily and is used to maintain our relationship with you or your organization and to provide the services you request. Additionally, we may log IP addresses and phone numbers to analyse trends, administer the site, track visitor movements, and gather broad demographic information. This use is for internal purposes only and will not be shared outside of BWM or its affiliates or partners.

3. Using Personal Information

If you provide personal information to us, we will inform you how it will be used. We may use this data to enhance our services, notify you of relevant information and offers, and tailor our communications to your interests. This includes information about your interactions with promotions, your wireless device's location, and your usage of our network.

4. Sharing Personal Information

BWM may share aggregated, non-personal information with our marketing partners for research purposes. We will not share individual transaction details or participation data with third

parties. Your personal information will not be sold or disclosed to third parties without your consent, except as outlined in this policy.

5. Cookies

Cookies are small data files stored on your device that help us enhance your experience on our site. Some of our web pages may use cookies to remember your preferences or recognize you on future visits. The use of cookies does not involve linking to any personally identifiable information.

6. Consent

We may disclose customer information to law enforcement or government officials if we believe it is necessary or appropriate.

7. Security

To protect your information from unauthorized access or disclosure, and to maintain data accuracy, BWM has implemented reasonable physical, electronic, and managerial procedures. These include:

- Security measures such as firewalls and endpoint security.
- Protection of subscriber data.
- Measures to prevent fraudulent use of promotions and contests.
- Safeguards against unwanted communications.

8. Your Acceptance

By using our Online Ordering Portal and participating in our marketing promotions, you acknowledge that you understand and accept this Privacy Policy. If we make changes to this policy, we will update the information on privacy.bacchuswinemerchant.com.au. Continued use of our site after any changes signifies your acceptance of those changes. For any questions or concerns about this Privacy Policy, please contact us at info@bacchuswinemerchant.com.au.