



## PRIVACY POLICY 2011

Your details are stored in a secure database and are used solely for the purposes of keeping in touch with you, and distributing information regarding Aotearoa Distillers products, events and promotions. Your email address will not be made available to anyone outside of Aotearoa Distillers Ltd.

You are welcome to contact us at any time to access and update your personal communications, or to opt out of receiving any further communications from us. Write to us at AOTEAROA DISTILLERS LIMITED, PO BOX 24483, MANNERS STREET, WELLINGTON, 6142, NEW ZEALAND or phone 0800 498 696.

### The information we collect:

Aotearoa Distillers Ltd operates the website [www.ZUMWOHL.co.nz](http://www.ZUMWOHL.co.nz) as part of our operations we may gather certain types of information about the users of this site:

- Personally Identifiable Information. This is provided by you when you register for services that we may offer. Examples of these services could include email newsletters, events, competitions and sample assessments. Providing this information will always be optional for you, and you can browse our websites without providing any personally identifiable information. However, some services may not be available to you if you choose not to provide it. We do not automatically record any personally identifiable information.
- Non-personal Information. This information is generated by our systems as they track traffic through our sites. This information does not and will not be used to identify you personally, and is not linked to the personally identifiable information that you may have provided. Examples of this type of information include:
  - the type of internet browser you use
  - the type of operating system you use
  - the screen resolution of your PC
  - the date and time you access our site
  - the pages you have accessed and the documents downloaded
  - the internet address from which you accessed our site (i.e. IP address)
  - the search terms you used to find content on our website, and
  - the last site you visited before you accessed our website.

### What we do with your personal information

We collect information in order to provide the best possible service to you while you are visiting our site. To this end we may use the information that you provide for the following purposes:

- To verify your identity if you need help with a forgotten password or you are having login problems with one of our site services.
- To process any transactions that you might make on our site.
- To help provide any other services that you have requested.
- To offer the most relevant information suitable to you and your interests.
- For any marketing, promotional, publicity, marketing research or market research that we might undertake.
- For any other purposes for which you have given permission.

Your personal information may be shared with third parties when we believe in good faith that we are required to do so by law. We will never sell your personal information to any third parties, including other marketers.

### What about cookies?

A cookie is a small file that resides on your computer and is recognised by our server when you visit our sites. A cookie does not provide us with any personally identifiable information. It does provide details of your IP address, the computer platform that you use (e.g. Mac or Windows), the browser that you use (e.g. Microsoft Internet Explorer or Mozilla Firefox) and what domain you are accessing our sites from. With this information we can do the following:

- Track traffic patterns through our site.
- Ensure that the most relevant content is being shown.
- Allow you to enter certain site services without having to log in each time you visit.

We will not use cookies to track or to collect any personally identifiable information of visitors to our sites, such as user IDs and passwords. Aotearoa Distillers will not link, or seek to link, an IP address with the identity of a computer user.

If you would rather we did not use cookies with you, you can refuse them by turning them off in your browser and/or deleting them from your hard drive. You will still be able to visit our sites if you do this.

### Reserved right to change policy

In order to reflect the fact that our organisation is growing constantly, we reserve the right to change this policy at any time. We will notify site users of any changes to the Privacy Policy.