

PRIVACY POLICY

OUR PRIVACY COMMITMENT

1. Operatix Pty Ltd Licence Number: 6180109588 ABN 186 1400 8132 trading as Great Southern Distilling Co. is committed to managing your personal information openly and transparently and to keeping your personal information safe. We will take all necessary measures to fulfil this commitment, including to: (a) comply with the Australian Privacy Principles (**APPs**); (b) ensure that we manage your personal information openly and transparently; (c) only collect personal information from you that we need in order to fulfil any of your requests or to offer you the best possible customer service and experience or to process entries and contact winners for the purpose of any competitions or events hosted by GSDC; (d) tell you how we might use your personal information; (e) keep your personal information secure; (f) respond promptly and appropriately to any incident where your personal information may be compromised, including where your personal information is lost, or subject to unauthorised access, modification, use or disclosure or other misuse; (g) promptly respond to any request by you not to receive direct marketing material from us; (h) make sure your personal information is kept accurate and up to date and to properly dispose of any personal information which is no longer required by us; and (i) ensure that, where appropriate, you can access and correct your personal information.

ABOUT THIS POLICY

1. This policy is intended to explain some of the key processes and procedures that we have implemented to manage your personal information, to protect your privacy and to comply with the Privacy Act 1988 (**Act**) and the APPs.
2. This policy gives a broad overview of our policies in relation to privacy and the handling of your personal information.
3. You must read this privacy policy before providing us with any personal information. By providing us with your personal information, you are confirming your agreement to the policies and procedures described in this privacy policy.

WHAT KINDS OF PERSONAL INFORMATION DO WE COLLECT?

1. We will only collect from you information that is necessary and relevant to our relationship with you, including to enable us to fulfil your request or to provide to you the best possible customer service and experience or to process entries and contact winners for the purpose of any competitions or events hosted by GSDC.
2. Depending on the exact nature of our relationship with you and the type of goods and services you request from us, we may request that you provide some or all of the following information: (a) information that we may require to initially identify you, including your full name (or the name of your business); (b) information that we can use to process your purchase of any goods or services provided by GSDC, including your credit card number, name on the credit card, credit card expiry date and credit card security code; (c) information that we can use to deliver any goods or services provided by GSDC, including your personal address, work or business address and mailing or shipping address; (d) information that we can use to contact you, including your telephone number, mobile number and email address; and (e) information that we may require for the purposes of any competition or event hosted by GSDC, including any material, written responses, photos and data associated with your entry for any competition or events hosted by GSDC.

HOW DO WE COLLECT YOUR PERSONAL INFORMATION?

1. We may collect your personal information: (a) directly from you, either in person, via email or website or any other social media platforms or over the phone; (b) when you complete a form on our website: (i) to process any of your orders for any GSDC products or tickets for any distillery tours or experiences or classes; or (ii) to receive GSDC newsletters, notifications or marketing material; or (iii) any competitions or events hosted by GSDC.
2. We will always collect your personal information directly from you unless it is impracticable to do so.

HOW DO WE USE OR DISCLOSE YOUR PERSONAL INFORMATION?

1. We may use and disclose your personal information for the purposes for which it was collected or for a related purpose such as: (a) to consider your request for a product or service; (b) to enable us to provide a product or a service to you; (c) to carry out, or respond to, your requests; (d) to process, determine and contact any winners in relation to any competitions or events hosted by GSDC; (e) to our third party service providers, including to assist us in providing, and improving, our services to you, and to analyse market trends and better understand your needs or to develop, improve and market our products and services to you; (f) for regulatory reporting and compliance with our legal obligations; (g) to relevant third parties to undertake fraud checks; (h) to various regulatory bodies and law enforcement officials and agencies to protect against fraud and for related security purposes; (i) to perform administrative and operational tasks (including risk management, systems development and testing, staff training and collecting debts); (j) to use in direct marketing of promotions, products and services that we, or our third party service providers, think may be of interest to you; (k) to seek your feedback in relation to particular products or services, customer satisfaction and our relationship with you and to manage any customer complaints; (l) to companies or entities related to GSDC for any of the purposes referred to in this policy; (m) to monitor or improve the quality and standard of goods and services that we provide to

you; (n) to consider any concerns or complaints you may raise against us; (o) to our agents, successors and/or assigns; (p) to notify you of offers that may be of interest to you; and (q) to better understand your preferences.

2. By agreeing to accept the terms of this privacy policy or by providing your personal information to us, or both, you are taken to have consented to the use and disclosure of your personal information for the above purposes.
3. At the time that we collect your personal information, we will make it clear to you why we are collecting your information, including through this privacy policy where appropriate. We will only use your personal information in accordance with, and as permitted by, the Act.
4. Other than as outlined in this privacy policy or in any notice provided to you at the time of collecting your personal information, we will not disclose your personal information without your consent unless disclosure is permitted by the Act.

DO WE USE YOUR PERSONAL INFORMATION FOR MARKETING PURPOSES?

1. As part of the goods or services that we provide to you, we may: (a) use personal information that we have collected about you to identify a product or service that may benefit you; (b) contact you from time to time to let you know about a product or service or event that we believe you might be interested in; and (c) disclose your personal information to any third parties or to any entities or companies related to GSDC to enable them to tell you about a product or service that you might be interested in.
2. Where we intend to use your personal information for direct marketing purposes, we will seek your consent to do so prior to using your personal information. You can opt-out, unsubscribe or make a request not receive direct marketing communications from us, by calling (08) 9842 5363 or by writing to us at 252 Frenchman Bay Road, Albany, WA 6330 or email info@distillery.com.au. Additionally, each direct marketing communication will include an opt-out or “unsubscribe” option which will immediately indicate to us that you no longer wish to receive communications of this kind.

MAINTAINING YOUR PERSONAL INFORMATION

We take reasonable steps to ensure that: (a) the information that we collect about you is accurate, complete and up-to-date at the time of collection; (b) when we use your personal information, it is accurate, up-to-date, complete and accurate at the time of use; and (c) if we disclose your personal information, it is accurate, up-to-date, complete and accurate at the time of disclosure.

HOW CAN YOU CONTACT US?

Please find below our contact details. Please do not hesitate to contact us in relation to any privacy-related concerns and we will use our best endeavours to address any such concerns thoroughly and in a timely manner.

Email: info@distillery.com.au

Address: 252 Frenchman Bay Road, Albany, WA 6330.

EXPRESS CONSENT TO COLLECTION, STORAGE, USE AND DISCLOSURE

In addition to the other consents provided by you above, by agreeing to accept the terms of this privacy policy, or by providing your personal information to us, or both, you are taken to have expressly consented to the collection, storage, use and disclosure of your personal information for each of the purposes and to all of the parties outlined in this privacy policy.