

Last updated: May 2026

## Privacy Policy

This Privacy Policy explains how Booster Wine Group LP (“Booster Wine Group”, “we”, “us” or “our”) collects, uses, stores and discloses personal information across our websites, brands, events, communications and digital platforms.

This Policy applies to Booster Wine Group and all associated brands, wineries, cellar doors, events, digital platforms and business operations globally.

Booster Wine Group is committed to protecting your privacy and handling personal information in accordance with the New Zealand Privacy Act 2020 and applicable international privacy and data protection laws where relevant.

By accessing our websites, engaging with our brands, subscribing to communications or otherwise interacting with us, you acknowledge and agree to the collection, use and disclosure of your personal information in accordance with this Privacy Policy.

### 1. Who We Are

Booster Wine Group is a New Zealand wine company operating multiple wine brands, wineries, cellar door experiences and related business activities across domestic and international markets.

Our websites and digital platforms may include multiple brands, campaigns, competitions, events and marketing activities managed by Booster Wine Group and its related entities.

### 2. Legal Drinking Age

Our websites, brands, products and marketing activities are intended only for individuals who are of legal drinking age in their country or region of residence.

By using our websites, you confirm that you are of legal drinking age in your location.

We do not knowingly collect personal information from individuals under the legal drinking age. If we become aware that personal information has been collected from an underage individual, we may delete that information.

### 3. Information We Collect

We may collect personal information directly from you, including when you:

- Visit our websites
- Subscribe to newsletters or marketing communications
- Submit enquiries or contact forms
- Enter competitions, giveaways or promotions

- Attend events, tastings or activations
- Apply for employment opportunities
- Engage with our social media channels
- Interact with advertising, cookies or digital tracking technologies
- Visit our cellar doors, wineries or event spaces

The types of information we may collect include:

- Name
- Email address
- Phone number
- Postal address or country/location
- Date of birth or age verification information
- Marketing preferences
- Social media interactions
- Website usage information
- Device, browser and IP address information
- Survey responses or consumer research feedback
- CCTV or security footage captured at our premises where applicable
- Recruitment or employment-related information where relevant

Where legally required, we may also collect limited information for compliance, health and safety, fraud prevention or regulatory purposes.

#### 4. Cookies, Analytics and Tracking Technologies

Our websites use cookies, pixels and similar technologies to improve website functionality, understand audience behaviour and support marketing activity.

These technologies may collect information relating to:

- Pages visited
- Time spent on site
- Device and browser type
- Referral sources
- Advertising interactions
- Geographic location data
- Website preferences and browsing behaviour

We may use analytics and advertising platforms including Google Analytics, Meta, LinkedIn, TikTok and similar third-party services.

These services may use aggregated, pseudonymised or audience matching data to help us improve advertising relevance, audience understanding and campaign performance.

Where required by law, we will seek your consent before enabling non-essential cookies or tracking technologies.

You may disable cookies through your browser settings, however some website functionality may be affected.

#### 5. How We Use Personal Information

We may use personal information to:

- Respond to enquiries or customer service requests
- Provide information about our brands, wines, events or experiences
- Send newsletters, promotions or marketing communications
- Administer competitions, promotions or events
- Improve our websites, content and digital experiences
- Analyse website traffic, audience behaviour and campaign performance
- Conduct consumer research and market analysis
- Personalise advertising, communications and user experiences
- Maintain security, fraud prevention and website integrity
- Comply with legal, regulatory or health and safety obligations
- Protect our brands, business operations and legal rights
- Support recruitment and employment processes

Where permitted by law, we may also use personal information to personalise communications, advertising and digital experiences across our brands and platforms.

#### 6. Marketing Communications

By subscribing to our communications or engaging with our brands, you consent to receiving marketing communications from Booster Wine Group and associated brands where permitted by law.

Marketing may include:

- Brand news and updates
- Product releases
- Events and experiences
- Promotions or competitions
- Trade or hospitality communications
- Surveys or market research invitations

You may unsubscribe at any time using the unsubscribe link included in our communications or by contacting us directly.

Even if you opt out of marketing communications, we may still contact you regarding operational, legal or administrative matters where necessary.

#### 7. Disclosure of Personal Information

We may disclose personal information to:

- Related entities and associated Booster Wine Group brands
- Technology, website and hosting providers
- Marketing, analytics and advertising partners
- CRM and email marketing platforms
- Event, competition or promotional partners
- Recruitment service providers
- Professional advisers, auditors or insurers
- Regulatory authorities, law enforcement agencies or government bodies where required by law

We may also disclose information where necessary:

- To investigate fraud, misuse or security incidents
- To enforce our terms and conditions
- In connection with a merger, acquisition, restructure or sale of business assets
- To protect the rights, property or safety of Booster Wine Group, our staff, customers or the public
- To comply with legal obligations, court orders or regulatory requests

We do not sell personal information to third parties.

#### 8. International Data Transfers

Booster Wine Group operates internationally and may transfer, store or process personal information outside of New Zealand.

This may include storage or processing by trusted service providers or platforms located in countries including Australia, the United States, the United Kingdom, Europe or Asia.

We take reasonable steps to ensure that personal information transferred internationally is handled securely and in accordance with applicable privacy laws.

#### 9. Data Security and Retention

We take reasonable technical and organisational measures to protect personal information from unauthorised access, misuse, loss or disclosure.

However, no online platform, website, email transmission or data storage system can be guaranteed completely secure.

Any transmission of information is undertaken at your own risk.

We retain personal information only for as long as reasonably necessary for business, legal, regulatory, accounting, operational or legitimate commercial purposes.

#### 10. Third-Party Websites and Links

Our websites and communications may contain links to third-party websites, retailers, stockists, social media platforms or external services.

Booster Wine Group is not responsible for the privacy practices, content or security of external websites or third-party services.

We encourage users to review the privacy policies of any external platforms they visit.

#### 11. Your Rights

Depending on your location and applicable privacy laws, you may have rights to:

- Access personal information we hold about you
- Request correction of inaccurate information
- Request deletion of your personal information
- Withdraw marketing consent
- Restrict or object to certain processing activities
- Request information about how your data is used
- Request a copy of information held about you

To make a privacy request, please contact us using the details below.

We may require reasonable proof of identity before processing certain requests.

#### 12. Complaints

If you have concerns about how your personal information has been handled, please contact us first so we can attempt to resolve the issue.

If you are not satisfied with our response, you may have the right to contact your local privacy regulator or supervisory authority.

For New Zealand residents, complaints may be directed to the Office of the Privacy Commissioner.

#### 13. Changes to This Policy

We may update this Privacy Policy from time to time to reflect changes to our business operations, technologies, legal requirements or digital practices.

Any updates will be published on this page with a revised “Last updated” date.

Continued use of our websites or services after changes are published constitutes acceptance of the updated Privacy Policy.

#### 14. Governing Law

This Privacy Policy is governed by the laws of New Zealand.

#### 15. Contact Us

If you have any questions about this Privacy Policy, wish to access or update your personal information, or would like to make a privacy-related complaint, please contact:

Booster Wine Group LP  
2016 Maraekakaho Road  
RD1, Hastings 4171  
New Zealand

Email: [admin@boosterwinegroup.nz](mailto:admin@boosterwinegroup.nz)

Phone: +64 6 879 4830