

Privacy Policy

Thank you for visiting our website. Jacobs Douwe Egberts NZ of 43 Crooks Road, East Tamaki, Auckland 2013, New Zealand (“**JDE**”) is dedicated to protecting the privacy of those who visit our website. We ask that you read the Privacy Policy below carefully.

JDE with brands (Bell, Burton’s, Cafitesse, Gravity, Hummingbird, Jed’s, Moccona, L’OR, Pickwick, TiOra) is the Controller of your personal information, which means that we are responsible for how and why your personal information is being processed. "We", "Us" "Our" and “JDE”, whether capitalized or not, means JDE on behalf of itself and its affiliates and related entities, and each of their respective officers, directors, members, employees, agents, representatives, successors and assigns.

This Privacy Policy sets out how and why we collect, store, process, and share your personal data. It applies to all the personal information we collect about you on our website, when you visit our corporate offices, communicate with us (including through customer service, social media platforms, and other means) or interact with us in other ways.

JDE is committed to respecting and safeguarding your privacy and the security of your personal information in compliance with the Privacy Act 2020 and European Union General Data Protection Regulation (“**GDPR**”) (together being “**Privacy Laws**”).

We may amend this Privacy Policy from time to time. Please refer to this Privacy Policy regularly to be updated on our processing activities.

Please note that we also process personal information using cookies and similar technologies. Please read our Cookie Policy below if you would like to know more about this (including how to control and manage your cookies settings).

We recommend that you read this Privacy Policy and our Cookies Policy carefully.

Why do we collect your personal information?

We only collect your personal information where that personal information is reasonably necessary for one or more of our functions or activities.

Depending on your relationship with us, this information may include where you choose to register an account (if available), purchase a JDE product or service from us, or otherwise contact us, we will ask you for some personal information about you, as well as some optional information about your use of JDE products or services.

We will use personal information for the primary purpose for which it was collected. The primary purpose of collection is the main reason we collect your personal information in the first instance. This will depend largely upon your relationship with us. For a supplier, the primary purpose may be to maintain a business relationship with you, for a job applicant it may be to conduct recruitment, for a customer, it may be to organise, facilitate and fulfil your order for a product(s) and/or to keep you informed of our marketing activities. We will only use personal information beyond the primary purpose where it is related to that purpose or where you consent to the further use.

Generally speaking, the main purposes for which we use your personal information are:

- to communicate with you in a personal way, such as requesting your feedback on our products or services and responding to your feedback or service requests and register and settle complaints;
- to utilise your customer product and service reviews on our website, Google reviews or other marketing materials;
- to keep you up to date about our commercial developments and personalized offers based on your order history and onsite behaviour, by means of our newsletter;
- to perform market research to understand your needs and improve our business;
- to administer your participation in any contests, promotions, surveys or website features;
- to administer your account for our website (if relevant);
- to execute an agreement, such as completing transactions, administering and fulfilling your purchases of JDE products and services related thereto;
- to send status updates and service communications;
- to send out notifications when changes are made to our policies and other (legal) documents which might concern you; and
- to comply with legal obligations.

If you do not provide us with the information we request, we may not be able to fulfil the applicable purposes of collection as described above, such as to supply products or services to you, or respond to your requests or enquiries, or tailor our website, products or services in the most beneficial way.

What legal grounds apply for processing your information?

We will only process your personal information where we have a legal basis to do so. The corresponding legal grounds for the processing of personal information for the above purposes are:

- **Consent:** You have given us consent to process your personal information (for example if you have subscribed to our newsletter or if you have ordered a free JDE product sample with us (if available));
- **Contract:** Processing is necessary for the performance of a contract with you, or to prepare entering into a contract with you at your request (for example if you enter one of our prize draws or, if relevant, place an order);
- **Legitimate Interest:** Processing is necessary for other legitimate interests pursued by us (such as processing IP-addresses in order to prevent, detect and/or respond to abuse of our website). This happens only in cases where we think the way we are using your data doesn't significantly impact your privacy, that you might expect such processing or there is a compelling reason to do so; and
- **Legal Obligation:** Processing is necessary to comply with a legal obligation (for example, tax and employment related reporting).

How we collect your personal information

You can share your personal information with us in a number of ways, for instance by:

- subscribing to our newsletter or other marketing communications (if any);
- purchasing or ordering JDE products or services (if available);
- communicating with us (via our Consumer Care Centre or by e-mail, phone, social media or via other means);

- participating in a promotion, event, contest or online forum, or by filling out a questionnaire or survey, or leave us product or service reviews;
- registering for an account on our website store (if available);
- participating in a social media activity related to JDE products by clicking "like" or "share";
- when you join our consumer loyalty programmes (if any);
- when you enter into a contract with us (online or offline);
- asking to receive messages on your mobile phone/device;
- participating in product testing or surveys;
- social sign-on: by using your Facebook, LinkedIn or other social media credentials to create an account or log on;
- social listening: we may search the Internet for relevant and publicly available content and use it to improve its products or services resolve consumer issues and provide targeted marketing;
- cookies placed by JDE or third parties on your computer or mobile device when you visit our websites, on which we provide information in our Cookie Policy below; or
- when you visit our offices (eg. we may collect your full name, business information, and other details regarding your visit).

What types of personal data do we process?

By using the JDE products and services, you leave certain data with us or our service providers or agents, which may include personal information. We only store and use personal information that are provided directly by you or which are clearly provided to us for processing purposes as mentioned above or as mentioned when you provide us with personal information. We will not use the personal information for any other purpose unless you have given your prior consent.

The following categories of personal information may be processed by us:

- Contact details (e.g. first and last name, postal address, e-mail address, telephone number);
- Other personal details (e.g. gender, date of birth (optional), nationality, language);
- Information about questions you contacted us for;
- Financial and transaction data (eg. bank account information, credit card or debit card number)(if relevant);
- Account details (eg. username, password)(if relevant); and

- Information about the JDE products that you may have ordered (if available).

How we share and disclose personal data

We will not sell, rent, lease, or provide your personal information to third parties allowing them to use your personal information for their own purposes. We use third party service providers for website hosting (for example Azure and Salesforce) for third party advertising (for example Facebook) and for consumer database management (for example Salesforce and SAP).

We conclude so-called 'data processing agreements' with all parties who process your personal information on our behalf, so that they are legally bound to keep your data confidential, to implement appropriate security measures, to notify us if the security of your data has been breached, and other obligations to protect your privacy.

We will also disclose your personal data to third parties (i) when required by applicable law; (ii) in response to legal proceedings; (iii) in response to a request from a competent law enforcement agency; (iv) to protect our rights, privacy, safety or property, or the public; or (v) to enforce the terms of any agreement or the terms of our website.

We share personal information between JDE and its related entities and we may also share personal information with third-party advertisers, such as Facebook, Google and LinkedIn.

Transfer of Data

We may transfer your data due to legal reasons or in the case of a merger or acquisition. In the event that a JDE entity or its assets are acquired by, or merged with, another company including through bankruptcy, we will share your personal data with any of our legal successors.

All transfers of personal data will be carried out in accordance with the applicable privacy regulations and in adherence to JDE internal policies.

Transfers to service providers

We use third-party service providers to offer or facilitate services on our behalf and share your personal data with such providers to the extent necessary for such providers to perform their services on our behalf.

- **Payment processing:** we use payment service providers to bill you for products and services and for credit card processing;
- **Order fulfilment:** we may use several shipping and delivery companies to fulfil orders depending on the product and location;
- **Customer Service:** we may use several customer service providers to facilitate customer service;
- **Cloud Provider:** for our CRM system and an external provider for the hosting of our websites;
- **Marketing and Advertising:** we work with media agencies such as Havas Media to deliver our social media and other advertising campaigns.

We partner with companies for interest-based advertising and also use identity facilitators to help us recognize our consumers across our websites, our partner websites, and their shops. We also partner with ad networks and other ad serving providers ("**Advertising Providers**") that serve advertising on our behalf and other non-affiliated companies on the internet. Some of those advertisements may be tailored to your interests based on information collected on JDE sites or on non-affiliated websites over time.

The privacy policies for all the above can be found on their corporate websites. JDE is not responsible for the policies of third-party providers.

Transfers outside of New Zealand

The internet is a global environment and using internet to collect and process personal data often involves the transmission of data on an international basis. It is possible that we may transfer your data to recipients outside of New Zealand, such as Australia and including to countries where data protection laws may differ such as the USA. There is a risk that local authorities may access the data for security and surveillance purposes without informing you or allowing you to take legal action.

If such an international data transfer takes place, we have implemented safeguards and data protection solutions (for example standard data protection clauses, plus supplementary measures) to ensure that your information is adequately protected in any third countries that do not have adequate level of data protection as recognised by New Zealand law.

Advertising and Marketing

If we have your consent, where required, we use your personal data for advertising, remarketing, and (re)targeting. We may serve ads to target partner websites and their shops, and also use digital agencies to manage our social media and other advertising campaigns.

We may share your hashed email address and other identifiers such as name, location, phone number, and browsing behaviour with our marketing partners, publishers, and other third-party service providers to assist with our targeting advertising on their sites, apps, or social networks. We may also use this service to reach new target audience groups which are similar to our existing customers based on their characteristics and other identifiers.

Custom Audiences

We and our partners may also compare demographic information including interests and social connections to segment groups based on an automated advanced matching technique of similarities in their profiles. This process can happen in real-time and the matching can be performed independently of the device you are using.

This is done by uploading an encrypted customer list to a third party, or by incorporating a tracking technology from a third party onto our website. The third party then matches individuals who appear in both our data and their data. Because of how this matching process works, the third party can't read our encrypted customer list if they don't already have it.

We use the custom audience functionalities of Facebook, Google, LinkedIn, and other social networks to match personal data against platform user data that the social network already controls to target ads to the relevant audiences.

JDE has no influence on the advanced matching processes or which data is evaluated by the 3rd party for the purposes of creating these reference groups.

You can opt-out of these custom audiences, pixels, and similar technologies as noted under our Cookies Policy by using browser-based ad blockers or by managing your privacy settings within your social media platforms.

If you decide that you no longer wish to receive such custom audience-based communications, you can unsubscribe by following the instructions provided in each such communication or by adjusting your privacy settings within the relevant digital media platform.

Personalisation (offline and online)

With your consent (where required), we may use your personal data (including your JDE transactions and online interests) to analyse your preferences, and habits, anticipate your needs based on our analysis of your profile, improve and personalize your experience on our websites and provide you with targeted advertising and content.

Commercial communications

We would like to send you information about JDE products and related services that may interest you, based on your order history and onsite behaviour, by means of, e.g., e-mail or other communication channels, but we will only do so if you specifically consent to receive such communications from us.

You will always have the opportunity to unsubscribe from any further communication from us with respect to JDE products and services by clicking the unsubscribe option on the footer of the emails sent by us or, if this service is available, by accessing your profile online and changing your communication preferences.

Affiliate and Partner Advertising

We use your personal data to send you information (e.g., marketing communications or advertisements) about our goods and services and those of our partners. Some of these communications or advertisements are run on third-party websites and/or on social networks. When required, we will collect your consent prior to sending or showing you such information, e-mails, or advertisements.

The advertising and marketing processing as provided above may be done by marketing affiliates, partners, or other 3rd parties. Some of these companies and 3rd parties may be located in the USA and other countries outside of New Zealand. In order to grant sufficient protection of

your personal data in this context, all data transfers above are covered under the appropriate legal transfer mechanisms and agreements.

Where the data is processed outside New Zealand, please note that there is a risk of unauthorized processing or access to your data by local authorities and that you may not be able to effectively enforce your rights.

Further information on the advertising and targeting cookie and tracker processing can be found in our Cookie Policy below or in the Privacy Policy of the corresponding provider (including how to change your cookies settings).

What are the retention periods?

Unless otherwise specified in this Privacy Policy, we will delete your personal data if they are no longer required for the relevant processing purposes and no legal retention obligations oppose deletion.

How do we protect your personal data?

We take technical and organizational measures to protect your personal data as comprehensively as possible from unauthorised access. These measures may include encryption procedures on our web pages. Your data is transferred from your computer to our server and vice versa via the internet using TLS encryption. You can recognize this by the lock symbol in the status bar of your browser and the address line beginning with https://.

Your rights

Each commercial communication you receive offers the option to unsubscribe from receiving further commercial communications (i.e., object to this use of your personal information). We will try to comply with your unsubscribe request as soon as reasonably practicable and in accordance with the requirements under law. Please note that if you unsubscribe from commercial communications, we may still send you important administrative messages, from which you cannot unsubscribe.

You may request details of the personal information we hold about you, by contacting us on the details provided below.

We may charge a fee for the provision of this information to cover administrative costs, however, we will inform you of any fee at the time a request is made.

In general, we will allow access to the personal information we hold about you, however, we may deny access to you to the extent that:

- providing access would pose a serious threat (or in the case of personal information other than health information, a serious and imminent threat) to the life or health of any individual;
- providing access would have an unreasonable impact upon the privacy of other individuals;
- your request for access is frivolous or vexatious; or
- it is otherwise appropriate for us to deny access in accordance with applicable privacy laws.

Should we deny you access to any personal information following an access request we will provide you with a reason for the denial.

If you are aware that any of your personal information is inaccurate, incomplete or out of date following an access request, or because your circumstances have changed, please inform us so that we can update our records. In your request, please make clear what personal information you would like to have changed, whether you would like to have your personal information suppressed from our database. For your protection, we may only implement requests with respect to the personal information associated with the particular email address that you use to send us your request, and we may need to verify your identity before implementing your request. We will try to comply with your request as soon as reasonably practicable.

We will correct any incorrect personal information and will not refuse to make a correction without providing you with a reason for the refusal. However, if we do refuse to make a correction, we will take reasonable steps to place with the disputed information a statement from you claiming that the disputed information in your opinion is not accurate, complete or up-to-date.

Please note that we may need to retain certain information for recordkeeping purposes and/or to complete any transactions that you began prior to requesting a change or deletion (e.g., when

you make a purchase or enter a promotion, you may not be able to change or delete the personal information provided until after the completion of such purchase or promotion).

Role of data protection authorities

If you have any complaints about the way we process your personal information, we are glad to help you out. Nevertheless, you have the right to lodge a complaint with the New Zealand Privacy Commissioner, which can be reached here: www.privacy.org.nz.

Contact and company details

Please send us your questions and comments about privacy to privacy@jdecoffee.com. Or contact us via our social media channels or the following:

Company Name: Jacobs Douwe Egberts NZ

Address: 43 Crooks Road, East Tamaki, Auckland 2013, New Zealand

Phone Number: 0800 866 061

Last updated: 13 December 2024

Cookies Policy

Jacobs Douwe Egberts NZ of 43 Crooks Road, East Tamaki, Auckland 2013, New Zealand (“**JDE**”) aim to make your online experience and interaction with us as informative, relevant and supportive as possible. One way of achieving this is to use cookies or similar technologies, which store information about your visit to our website on your device. We feel that it is very important that you know what cookies our website uses and for what purposes. This will help protect your privacy, while ensuring our website's user-friendliness as much as possible. Below you can read more about the cookies used by and via our website and the purposes for which they are used.

What are cookies?

A cookie is a tiny data file, which is stored on your computer within the web browser, when certain web pages are visited. A cookie does not contain or collect information in isolation, but when read by a server via a web browser; it can give information to facilitate a more user-friendly service such as detecting errors. We do not retain a cookie longer than necessary for the purpose for which it is set.

To use our website fully, you will need to have cookies enabled. If you do not wish to enable cookies, you can still browse the website; however certain features of the website may be limited. Please refer to the section entitled **How to Control Cookies** to understand how your cookies can be changed.

How do we use cookies?

You may notice the presence of different types of cookies generated on your visit to this website.

We use the following types of cookies:

- Strictly necessary cookies;
- Functional cookies;
- Analytical cookies;
- Advertising cookies and Tracking Technologies; and

- Social media cookies.

Strictly Necessary Cookies

These cookies are necessary for the website to function and cannot be switched off in our systems. They are usually only set in response to actions made by you that amount to a request for services, such as setting your privacy preferences, logging in, or filling in forms. You can set your browser to block or alert you about these cookies, but some parts of the website will no longer work. These cookies usually do not store any personal data. In the exceptional case that these cookies allow a personal reference, the processing is based on legitimate interest.

Functional cookies

Functional cookies allow our website to remember choices you make, enhance your experience, and improve response speed and efficiency by storing certain frequently-accessed information. For example, they help to remember your display preferences (e.g., language, font size), the contents of your shopping basket, store your login details, make the website perfectly fitted for your device, or to remember a search term or filter you used. You can choose not to allow some of these cookies; however, this may impact your experience of the website and the services we can offer.

Analytical cookies

These cookies collect aggregated information about how you use our website. We use them for web analytics, to recognize and measure returning visitors, to help us improve our online offerings, as well as to test different design ideas for particular pages. These cookies help us to see how effective our advertising is and help to make our marketing more relevant and improve your experience.

This works by allowing us to store temporary and/or session cookies on your end device which we can access to recognize your browser or device (e.g., a browser fingerprint or your unabridged IP address).

Some of these analytical cookies may be set by third-party companies located in the USA (such as Google LLC). Where you consent to the transfer of your data, to our vendors or partners (such as Google in the USA), please note that there is a risk of unauthorised processing or access to your data by local authorities and that you may not be able to effectively enforce your rights in the US. You can revoke your consent to this transfer and data processing at any time by changing your cookie preferences (refer to **How to Control Cookies** below).

Advertising Cookies & Tracking Technologies

We use these cookies to show you relevant advertising based on a profile of your interests. These may be set through our website by our advertising partners. Advertising cookies do not directly store personal information but are based on uniquely identifying your browser and internet device. If you do not allow these cookies, you will experience less targeted advertising.

We also use cross-device tracking technologies to help us carry out marketing analytics, create custom audiences and show you targeted advertising on other websites based on your visit to our websites.

We are not responsible for any third party's failure to comply with opt-out requests.

What does cross-device tracking mean?

If you log on to the third-party provider with your user data, the respective identification characteristics of different browsers and end devices can be linked with each other. For example, if the third-party provider has created a unique identifier for each laptop, desktop personal computer, smartphone, or tablet you use, these individual identifiers can be associated with each

other as soon as you log in to a third-party service using your login credentials. This allows the third party to target our advertising campaigns across multiple devices.

Behavioural Advertising

We also use technology to understand and map your interest in our products/track your interest in our products. We may use these to understand what most appeals to you, so we can make our offers as appropriate as possible. This may include browsing behaviour to create ads with product recommendations that we believe are best related to items you may have viewed on our website. These ads are then served/shown across other websites that you may visit, typically news sites, video sites, and blogs. This process is called behavioural advertising and, although the adverts seem to be individually tailored to you, the data is based on anonymized analytic data and insights that are stored temporarily.

Some of these cookies and technologies may be set by third-party companies located in the USA (such as Facebook, Google and YouTube). Where you consent to the transfer of your data, to our vendors or partners (such as Google, Facebook, and YouTube) in the USA, please note that there is a risk of unauthorised processing or access to your data by local authorities and that you may not be able to effectively enforce your rights in the US.

Social Media Cookies

We use plugins from various social networks on this website. These plugins give you the opportunity to “share” and “like” content on our website or make it possible to log in to your account by using your social media credentials. For example, on pages with embedded YouTube videos, or links thereto, several cookies may be placed by YouTube when visiting these pages. These cookies will be used to store your preferences such as preferred languages and help YouTube determine your bandwidth. Further information can be found in the Google privacy policy.

How to Control Cookies

You can control and/or delete cookies as you wish – for details, see aboutcookies.org. You can delete all cookies that are already on your device and you can set most browsers to prevent them from being used. If you do this, however, you may have to manually adjust some preferences every time you visit a website and some services and functionalities may not work.

Policy changes

We may change this Cookie Policy from time to time. We therefore encourage you to refer to this policy on an ongoing basis. This policy was last modified on 13 December 2024.

Questions and feedback

Please send us your questions and comments about cookies or privacy to

privacy@jdecoffee.com.