



BRISCOE
GROUP LIMITED

Briscoe Group Limited

1 Taylors Road, Mt Albert, Auckland 1025, New Zealand. PO Box 884, Shortland Street, Auckland 1140.
Phone: +64 9 815 3737 Fax: +64 9 815 3738 www.briscoegroup.co.nz

Briscoe Group Limited

PRIVACY NOTICE

This privacy notice sets out the privacy practices of Briscoe Group (including the Briscoes website at www.briscoes.co.nz, Rebel Sport website at www.rebelsport.co.nz, and group website at www.briscoegroup.co.nz) and covers how and why we collect, store, use, and disclose your personal information, as well as how you can correct or change it.

PRIVACY COMMITMENT

Briscoe Group values our customers and respects their privacy. We recognise the trust you place in us through your dealings with us. We take all reasonable steps to maintain that trust. Under law, your rights to privacy are also protected. Privacy laws place requirements on us to treat certain information collected as confidential, to store information securely and to allow you access to check and correct your information. We comply with the Privacy Act 2020.

ABOUT THIS PRIVACY NOTICE

This Privacy Notice applies to all the brands owned by us, including Briscoes and Rebel Sport. We may update this Privacy Notice from time to time, and we reserve our unilateral right to amend it without notice.

When we refer to your “personal information” we mean any information that is about you as an identifiable person, such as your name or contact information. In this Notice “Briscoe Group”, “we”, “us” or “our” means or refers to Briscoe Group Limited trading and our related brands (Briscoes and Rebel Sport).

By shopping with us, contacting us, accessing our website, applying for a job, social media pages and/or using the services provided by us, you consent to us dealing with your personal information in accordance with this Privacy Notice. You can choose not to provide us with your personal information; however, we may not be able to provide you with access to certain information or our services as a result.

This Notice was last reviewed August 2026.

WHAT PERSONAL INFORMATION DO WE COLLECT AND WHY?

We collect a variety of information about you, and it is important that you know what personal information we collect, including your:

- name
- contact details including your: telephone number, email address, home and delivery addresses
- date of birth
- gender
- company name (if applicable)
- credit card details
- purchasing history
- communication and store preferences
- enquiry or complaint details
- information you provide us through other channels (such as through social media, surveys, chats, etc.)

We collect personal information to help us to provide, administer, improve, and personalise your experience with Briscoe Group and our products and services. This can include, providing you with goods or services, processing payments, running competitions, providing marketing and promotional material, and conducting surveys.

Some information may be required to provide you goods and services. For example, we may not be able to deliver goods unless you provide us a valid delivery address.

We may also use personal information in an anonymised, tokenised, or aggregated form, to carry out analysis of our products, services, and customer interactions including how our website is used.

HOW DO WE COLLECT PERSONAL INFORMATION ABOUT YOU?

We collect personal information directly from you when you:

- create an online shopping account
- join our mailing list
- visit our stores
- make a purchase (online or in-store), including the request of an e-receipt
- enter a competition
- have a health and safety incident in-store
- apply for a job with Briscoe Group
- apply for a grant
- provide feedback or make an enquiry about a product, service, or experience.

When creating an online account, you are creating a Briscoe Group account, which will register you for both our trading brands: Rebel Sport and Briscoes Homewares.

We use CCTV cameras at many of our sites, including carparks, stores, and other company locations. If you visit any of our sites our CCTV camera systems may collect your personal information including your image and the number plate of your vehicle.

We also use License Plate Recognition (LPR) software in several stores where your vehicle number plate information may be collected for comparison against details of vehicles in the system. Vehicles listed within LPR have been involved in previous incidents, including aggression or anti-social behaviour as well as those related to loss. We may provide this information to the New Zealand police, who cross-check it against their register for stolen vehicles.

To assist us in managing the detection and prevention of crime and the protection of people in our stores, we use a third-party crime prevention platform (Auror). We may upload CCTV images, photos, and other personal information about an incident or event where we reasonably believe unlawful activity or harmful behaviour may have occurred. It is through this platform that information may be shared with the Police. You can visit <https://www.auror.co/nz/privacy-policy-nz> for more information.

We are currently trialling the use of Facial Recognition Technology in a number of stores, to help us reduce the recurrence of harmful behaviour incidents (being crime, violence and threatening or aggressive behaviour). For more information on this please visit: <https://www.briscoes.co.nz/facial-recognition-trial/>

We may collect from you information that is not personal information at the time of collection (Non-identifiable Information), for example payment card information. By choosing to register with us for other reasons, for example to receive electronic receipts, you agree that we may combine the Non-identifiable Information with your personal information that we collect, or that is otherwise held by Briscoe Group, in a manner that will change the nature of the Non-identifiable Information such that it becomes personal information. You agree that we may use this Non-identifiable Information in accordance with this Privacy Notice.

We may also collect personal information about you indirectly from:

- our related companies and where you have permitted us to
- your representative or other related individuals
- a purchase made for you by someone else (for example an electronic gift card)
- third parties
- service providers
- reference and/or third-party checks as part of our recruitment process
- public sources.

Where you have disclosed information about other individuals to us and we have collected it from you, you must have notified them of the following matters and have obtained their consent:

- the fact that the person's name, contact information, and any other information you have provided, has been provided to us
- that the information has been provided to us and the purpose for which it has been provided. For example, to provide a reference check, act as an alternate or emergency contact person, to process a purchase made for them.
- that the information has been collected, is being held by us, and will be used as outlined in this notice
- where they can find a copy of our Privacy Notice
- that the relevant person may request access to, or correction of, any personal information we hold about them, by contacting us.

Where we collect personal information about you from someone else, we will take reasonable steps to notify you as soon as reasonably practicable, unless:

- an exception under the Privacy Act applies
- it would be reasonably expected you had already been made aware of the collection by the person who supplied us your data.

HOW WE STORE YOUR PERSONAL INFORMATION AND KEEP IT SECURE

Briscoe Group utilises a variety of security measures to maintain the safety of your personal information. However, please note that whilst we take appropriate technical and organisational measures to safeguard the personal information that you provide to us, no transmission over the internet can ever be guaranteed entirely secure. We therefore do not guarantee the security of personal information that you send to us via the internet or your use of our website. Any personal information you do provide to us is at your own risk, but once we receive it, we use appropriate procedures and accepted industry standards to safeguard against unauthorised access, use, disclosure, alteration, or destruction of that information.

We keep your electronic personal information secure using reasonable security systems and by making regular backups of our data. We may use cloud computing to manage and store information. All personal information is protected using suitable security measures and is only accessible by specific employees and service providers who need to have access to it.

Some of our service providers may store or process personal information outside of New Zealand, we take reasonable steps to ensure the information is protected by safeguards comparable to those required in New Zealand.

We take website and credit card security extremely seriously and always endeavour to provide a secure, safe platform from which to conduct online transactions. We use the industry standard Secure Sockets Layer protocol, which encrypts information as it is transmitted over the internet. This encryption scrambles details such as credit card numbers and personal information, so that other computers are unable to decipher the information, ensuring privacy and security.

We retain personal information only for as long as it is reasonably required for the purposes for which it was collected, to meet our legal and operational obligations, or to resolve disputes. We then securely delete or anonymise it.

We usually retain CCTV footage for a period of 30 days. We may retain CCTV footage for longer if required by law, or if we think doing so is appropriate to help us with any of the purposes outlined above.

Protecting your personal information is of utmost importance to us and any breach of a Briscoe Group policy, standard, or procedure that is designed to protect your personal information is viewed as a serious matter. If, despite our efforts, we become aware of a data breach, we will assess it promptly and notify affected individuals where required.

HOW TO REQUEST ACCESS TO AND CORRECTION OF YOUR PERSONAL INFORMATION

You have the right to ask for a copy of any personal information we hold about you and to ask for it to be corrected if it is wrong.

If you make an access request, there may be instances where we cannot grant you access to the personal information we hold. For example, we may need to refuse access if granting access would interfere with the privacy of others, or if it breaches legal professional privilege. If that happens, in most circumstances we will give you written reasons for any refusal.

If at any stage, you no longer wish to receive marketing communications you may unsubscribe by using the link in any promotional email, logging into your online account and changing your preferences, or contacting us directly. Please note that if you unsubscribe from any of our marketing databases, you may still receive important product and service-related communications from us.

If you'd like to ask for a copy of your information, or to have it corrected, or request that your details do not appear on one of our databases, please contact us using the "[Contact Us](#)" page on this site, or by calling our free phone number - 0800 274 726. Where you may ask us to delete, correct, or stop using certain personal information, we will consider the request subject to our legal, contractual, fraud-prevention, and legitimate operational requirements.

You can also make changes to your personal information on the "My Account" page of your online account.

WE MAY NEED TO SHARE YOUR PERSONAL INFORMATION WITH THIRD PARTIES

Usually, we will only share personal information with your permission or if it is for the purpose it was initially collected. We may share your personal information to our group companies or service providers (e.g. in order to store the information). Briscoe Group includes the following brands: Briscoes Homewares and Rebel Sport.

When sharing your information, we follow the requirements of the Privacy Act 2020.

If we do share personal information with third parties, we will support them to protect it to the same high standard as we do. Third parties include other companies and individuals to assist us with some of the following:

- payment
- point of sale
- product issue resolution
- marketing
- data processing
- IT
- archival
- auditing
- accounting
- customer contact
- legal
- business consulting
- banking
- delivery
- data analysis
- document management
- research
- theft or fraud detection/management
- investigations
- insurance
- website
- other services.



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These companies are not authorised to use your personal information for any other purposes.

We may release personal information where we think this is appropriate for legal compliance and law enforcement (including to government agencies with statutory law enforcement responsibilities), to facilitate court proceedings, enforce or apply our business terms, website terms, or other terms that apply between you and us, or to protect our company, our customers, or others.

If you provide a service to us, and we suspect you have committed offensive behaviour towards a site or office or to any of our people, we may disclose your information to your employer or supervisor (including CCTV footage or images).

We may provide your information to insurers (including CCTV footage), in order to facilitate insurance claims in respect of Briscoe Group or others.

We can also release personal information to third parties as instructed by you, and in other ways permitted by the Privacy Act 2020.

WHEN YOU BROWSE OUR SITE

When you browse any of our websites we collect information. We do this using small files called “cookies” and related technology. The reasons that we use these types of technology includes, to:

- understand how our website functions and is used
- monitor and improve performance
- maintain security and login functionality
- understand interest in our products and service
- measure the effectiveness of our marketing
- allow you to personalise your shopping experience.

The information collected using cookies, includes:

- your IP address
- search terms
- pages you access on our website and the links you click on
- the date and time you visit
- the site that directed you to our website, if any
- your approximate location
- your preferred language
- your operating system (e.g. Windows, Mac)
- the type of web browser you use (e.g. Explorer, Chrome, Firefox).

Some web browsers enable you to decline the receipt of cookies and similar technologies. If you do not wish to allow cookies, you can turn them off using your browser settings, however doing so may limit the functionality of our website.

Proud Supporters of



www.curekids.org.nz

Any information we collect and share with third parties through cookies or similar technologies is aggregated and anonymised.

Analytics

To improve our websites and our advertising, we use analytics tools (including third party cookies) to collect certain information. Information we collect through analytics tools may include your IP address, page requests, form requests, click activity, and the timing and frequency of your use of our websites. Additionally, your personal information may be used in AI-enabled tools for data analysis, in accordance with applicable privacy and data protection requirements.

We use Hotjar and Google Analytics. Google Analytics uses information to perform statistical analysis of aggregate user behaviour. We use Google's analysis to measure advertising effectiveness and relative consumer interest in the various areas of our websites and to present relevant advertising on our website(s) or third party websites where we advertise. We may disclose the information collected by Google Analytics, in an aggregate, anonymised (not personal) form only, to third parties including advertisers or potential advertisers.

IF YOU APPLY FOR A JOB WITH BRISCOE GROUP

By submitting your application on our Careers page, you are deemed to have agreed to this Privacy Notice. If you are a third party submitting an application on behalf of someone else, you will need to obtain consent of the individual before submitting their personal information and inform them of our Privacy Notice.

We collect personal information about you if you apply for a job with us, and when are employed by us. The information required from you will be set out in our application forms and recruitment process. This personal information will be used to assess your suitability for a position within our business and ensure that we meet our obligations under employment related legislation. This may include information relating to:

- your employment history
- working eligibility rights
- relevant medical conditions
- your criminal record
- credit checks
- your suitability for the role you are applying for
- contacting your referees
- performance of background checks

In some instances, such as conducting work eligibility or criminal record checks, your information will be shared with and by a third party. We will only collect information from third parties with your consent.

Where you have disclosed information to us about other individuals (such as a referee or an emergency contact), you must have notified them of this disclosure and where to find our privacy notice.

As part of our online recruitment process, we use a third-party recruitment service (currently provided by Snaphire). When you submit an online job application, your personal information may be stored on their database. See the [Snaphire's Privacy Policy](#) to understand how they access, store, and handle your personal information.

Additionally, we may use AI-assisted technology as part of the recruitment process to help review and order candidates based on the information they provide and their suitability for the role. The technology supports, but does not replace, human decision-making and does not make automatic decisions about whether a candidate progresses through the recruitment process.

During the course of employment with Briscoe Group, personal data may also be used in ways as outlined in this Notice.

CONTACT US

If you have a question or concern about privacy at Briscoe Group, including if you believe we have breached this statement or the Privacy Act, please contact us:

Contact Centre:

Briscoes Homeware:

Email via the [form on site](#)

0800 274 726 (+64 9 5519035)

Monday-Friday, 8:00am-6:00pm and Saturday-Sunday, 9:00am-4:30pm

Rebel Sport:

Email via the [form on site](#)

0800 732 351 (+64 9 5519036)

Monday-Friday, 8:00am-6:00pm and Saturday-Sunday, 9:00am-4:30pm

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