

Privacy policy

We are committed to safeguarding the privacy of our customers, so this policy sets out how we will treat your personal information. By personal information, we mean your name, email address, phone number and the company you work for.

1) What information do we collect?

We hold business-related data on you which is either collected through your use of our website or given to us when you set up an account or give us permission to send you updates through our consent form.

Data collected through the website:

- We collect information about your computer, your visits to and your use of this website (including geographical location, browser type and version, operating system, referral source, length of visit, page views, website navigation).
- Information that you provide to us when you register as a website user
- We do not collect your IP address to identify or track you

Data given to us by you:

- Your contact details at account set up
- Your contact details provided when you consent to our sending you updates on pricing, promotions, press reviews, promotions or tastings.

2) How we use your information

Personal information will be used for the purposes outlined below. We will not provide your personal information to **any** third party marketing company.

We may use your personal information to:

- send statements and invoices to you, and collect payments from you
- send you general (non-marketing) commercial communication
- send you email notifications which you have specifically requested
- send you our newsletter and possibly other updates relating to our trading relationship, such as invitations to tastings, which are in the legitimate interests of our trading relationship, by email or similar technology
- improve your browsing experience by personalising the website
- enable your use of the services available on the website

3) Website use

a) Cookies

A cookie consists of a piece of text sent by a web server to a web browser and stored by the browser. The information is then sent back to the server each time the browser requests a page from the server. This enables the web server to identify and track the web browser.

Most website browsers allow you to manage the use of cookies within the user preferences. If you wish to disable or delete cookies you should check the Help pages for the browser you use for instructions on how to do this.

Please note that disabling or deleting cookies may affect the content and functionality available to you on any website, including this one.

b) Google Analytics

We use Google Analytics to analyse the use of this website and to understand how the site is being used so we can keep improving the user experience. All user data is anonymous. Google Analytics generates statistical and other information about website use by means of cookies, which are stored on users' computers. Google stores this information.

Details of how Google Analytics uses cookies can be found on Google's help pages.

c) Third party websites

The website contains links to other websites. We are not responsible for the privacy policies or practices of third party websites.

4) Social Media

We use, or may use in the future, social media plugin functionality such as Facebook (Like and Share buttons), their policy is listed here <http://www.facebook.com/about/privacy/>. We also use Twitter (Retweet and Tweet buttons), their policy is listed here: <http://twitter.com/privacy>.

5) Disclosures

We may disclose information about you to our employees, agents, suppliers or subcontractors insofar as reasonably necessary for the purposes as set out in this privacy policy. In addition, we may disclose your personal information:

- If required to do so by law or in connection with any legal proceedings
- To establish, exercise or defend our legal rights (including providing information to others for the purposes of fraud prevention and reducing credit risk)
- to any person who we reasonably believe may apply to a court or other competent authority for disclosure of that personal information where, in our reasonable opinion, such court or authority would be reasonably likely to order disclosure of that personal information

6) Security of your personal information

We will take reasonable technical and organisational precautions to prevent the loss, misuse or alteration of your personal information.

We will store any personal information you provide on our secure (password- and firewall-protected) servers.



LIBERTY WINES

Of course, data transmission over the internet is inherently insecure, and we cannot guarantee the security of data sent over the internet. When using the website, you are responsible for keeping your password and user details confidential. We will not ask you for your password (except when you log in to the website).

7) Policy amendments

We may update this privacy policy from time-to-time by posting a new version on our website. You should check this page occasionally to ensure you are happy with any changes.

8) Your rights

You may instruct us to provide you with any personal information we hold about you. Provision of such information will be subject to the supply of appropriate evidence of your identity, such as a passport and proof of address.

We may withhold such personal information to the extent permitted by law.

You may instruct us not to process your personal information for marketing purposes (by unsubscribing or emailing gdpr@libertywines.co.uk) or to delete your personal information from our databases.

We will only hold your data for as long as necessary.

9) Updating information

Please let us know if the personal information which we hold about you needs to be corrected or updated.

10) Data breach

We will report any unlawful data breach of our database(s) to all relevant authorities within 72 hours of the breach if it is apparent that personal data stored in an identifiable manner has been stolen or lost.

In the event of a major data breach, our Disaster Recovery or Crisis Management team will take whatever action is required to assess and resolve the situation.

11) Data Controller

The data controller of this website is: Liberty Wines Ltd, whose registered address is 6 Timbermill Way, London SW4 6LY. Our data protection registration number is ZA223617.



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