

BOWES WINE LTD (T/A THE DAILY DRINKER) PRIVACY POLICY

WHO WE ARE

Bowes Wine Ltd (Registered number: 04351048, Registered Office Address: 17 Market Place, Devizes, SN10 1HT), started, owned and run by husband-and-wife team, Caspar and Victoria Bowes, is committed to respecting the privacy and maintaining the trust of our customers. “The Daily Drinker” is a trading name of Bowes Wine Ltd.

Please be assured that we will NEVER sell, rent or trade our email lists with other companies or businesses for marketing purposes; we have never done that sort of thing and never will.

We limit the collection of data for specific purposes and ensure that we have legitimate and lawful grounds for processing that data. We store personal information for only as long as we have a reason to keep it. We aim to ensure that the data we hold is accurate and up to date. We aim for full transparency on how we gather, use, and share your personal information. We do everything possible to protect personal and sensitive data. In this Privacy Policy, we have provided more detailed information:

TYPES OF DATA & HOW WE USE THAT DATA

Data from Website Cookies

Our websites use cookies to collect information. Cookies are small amounts of information which we store on your computer/device.

We use cookies to store your log in credentials (purely username and password, NOT personal details) in order to make it easier for you to log on to and use the website during future visits. We use cookies to keep track of the items you add to your shopping basket; these cookies are required for the shopping basket function to work. We also use cookies to monitor the number of visitors to our website and the customer journey around our website. NO PERSONAL INFORMATION is captured or stored via cookies. You may set up your computer to reject cookies although, in that case, you may not be able to use certain features on our website.

Usage Data

When someone visits our website, we use a third party service, Google Analytics, to collect standard internet log information and details of visitor behaviour patterns. We do this to find out things such as the number of visitors to the various parts of the site. This information is only processed in a way which does not identify anyone. We do not make, and do not allow Google to make, any attempt to find out the identities of those visiting our website.

Personal Correspondence Data

As part of the registration process on our website, we collect personal information. We use that information for a couple of reasons: to contact you if we need to obtain or provide additional information; to check our records are right and to check every now and then that you're happy and satisfied. We do not rent or trade email lists with other organisations and businesses.

If you choose to subscribe to our newsletters by ticking the box “Subscribe to Newsletter” box, we will use your information to tell you about our wines, events and special promotions. We use a third-party provider, MailChimp, to deliver our marketing emails and newsletters. We gather statistics

around email opening and clicks using industry standard technologies to help us monitor and improve our e-newsletter. For more information, please see MailChimp's privacy policy.

All our general mailings contain an unsubscribe link at the bottom of the email. You can unsubscribe at any time by clicking on this link or by emailing our data protection officer Victoria Bowes.

Personal Location Data

When you place an order on our website, your name, address, email and telephone number will be stored within our customer database. If you are purchasing a Daily Drinker Wine Club Membership for someone else, the recipient's details will be stored. We require this information in order to process the order and deliver the wine.

We share the wine recipient's personal information with our logistics partner, 3PLUK, and the couriers who deliver your wines, in order to facilitate the delivery of your wines. If you provide your email address in the checkout process, they will send you emails regarding the dispatch and delivery of your wines but will not contact you for any other purpose. We do not share sensitive information or your payment details.

STORAGE OF PERSONAL DATA

We do everything possible to protect your personal data against unauthorised use or access.

Our website has an SSL Certificate which ensures that the data you enter into our website is securely transmitted back to the webserver where it is stored.

Our website is hosted by catalyst2.com on their secure UK-based shared servers. For more information, please see [Catalyst2's privacy policy](#).

Our office computers and network are fully protected by [Sophos](#) security software, and are automatically updated with all software updates as they are released. We have a managed support contract with our software providers, [Excalibur](#), so that any issues are dealt with proactively.

RETENTION OF PERSONAL DATA

We will not retain your personal data for longer than we deem necessary. We therefore delete any data pertaining to customers who have not purchased from our company in the last 24 months. We carry out a monthly check on inactive customers and delete all related records, excluding financial transactions which we are legally required to maintain.

ACCESS TO YOUR PERSONAL DATA

You are entitled to view, amend, or delete the personal information that we hold. Please contact our data protection officer: Victoria Bowes

Bowes Wine Ltd, P.O. Box 2772, Melksham, Wiltshire, SN12 6ZG

victoria@thedailydrinker.co.uk

+44 (0)1380 827291

CHANGES TO THIS PRIVACY POLICY

This policy was revised on 1st May 2018. Any subsequent changes to our policy will be posted to the website and, where appropriate, sent via email.