

Data Privacy Policy - Wildwood Vineyard

We are committed to protecting and respecting your privacy. This policy explains how any personal data we collect from you, or that you provide, will be used. Please read the following carefully to understand our practices regarding your personal data and how we will treat it.

By visiting www.wildwoodvineyard.co.uk you are accepting and consenting to the practices described in this policy.

Personal Data We Collect

We collect and process the following data about you:

When you make an online purchase we collect and process transaction-based data which may include your payment card information, billing/delivery address, orders and receipts, email and telephone number. We may also collect technical information, including the Internet protocol (IP) address used to connect your computer to the Internet, for the purposes of fraud screening.

When you create an online account at www.wildwoodvineyard.co.uk we collect and process the information you provide including your name, date of birth, billing/delivery address, email and telephone number. For your security, we'll also keep an encrypted record of your login password.

When you shop online at www.wildwoodvineyard.co.uk, we may collect and process details of your transaction history and shopping preferences including details of purchases you made, items you viewed or added to your shopping cart coupons redeemed, and, if applicable, web pages you visit.

When you contact us by any means with queries, complaints etc.

When you comment on or review our products and services.

How We Collect Personal Data

We collect personal data from you in the following ways:

- Information you give us. You may give us information about you by:
- Entering into transactions
- Opening an account on www.wildwoodvineyard.co.uk
- Completing an online contact form
- When you correspond with us by telephone or e-mail

This includes information you provide when:

- You purchase goods online

- Register an online account at www.wildwoodvineyard.co.uk
- Search for a product
- Participate in discussion boards or other social media activity
- Enter a competition, promotion or survey
- When you report a problem with our site.

The information you give us may include your name, address, e-mail address and phone number, debit or credit card information, personal description and photograph.

If you choose to create an account, you will be able to manage your personal data online via www.wildwoodvineyard.co.uk. If you do not choose to create an account, you will not be able to view or modify information we hold. If you do wish to change any preferences and you have not created an account, please contact us.

With regard to each of your visits to our website we may automatically collect the following information:

- Technical information, including the Internet protocol (IP) address used to connect your computer to the Internet, your login information, browser type and version, time zone setting, browser plug-in types and versions, operating system and platform;
- Information about your visit, including the full Uniform Resource Locators (URL) clickstream to, through and from our site (including date and time); products you viewed or searched for; page response times, download errors, length of visits to certain pages, page interaction information (such as scrolling, clicks, and mouse-overs), and methods used to browse away from the page.
- Our website uses may use cookies to distinguish you from other users of our website. This helps us to provide you with a good experience when you browse our website and also allows us to improve our site.

How We Use Your Personal Data

We may collect and process your personal data for a number of reasons including:

- Where we have collected your data with consent, we will process such data in accordance with the permissions you have given. For example where you have consented to receive direct marketing from us, we will use your personal data, preferences and details of your transactions to keep you informed about relevant products and services and promotions. We shall keep you informed in line with your marketing preferences and you are free to opt out from any such marketing communications at any time.
- Where you provide us with personal data for a specific purpose (such as complaints, claims, online transactions) we will process such personal data for that purpose only.
- To administer any of our prize draws or competitions which you enter, based on your consent given at the time of entering.
- To display the most interesting content to you on our website, we may use data we hold about your favourite products. We do so on the basis of your consent for our website to place cookies or similar technology on your device.

- Where you provide us with images of you in relation to a promotion, blog or prize draw and consent to us using such images.

Contractual Obligations

We may need your personal data to comply with our contractual obligations. For example, we will need to process personal data to deliver goods you have purchased online to your address.

Order Processing

We will need to collect and process data in order to process any orders online. If we don't collect your personal data during checkout, we won't be able to process your order and comply with our legal obligations.

We may share personal data with partners, suppliers and sub-contractors for the performance of any contract we enter into with them or you. For example, your details will need to be passed to a third party to deliver orders placed online.

When paying by debit or credit card online we will need to process your payment card data in order to complete the transaction. We process card payments in accordance with the Payment Card Industry Data Security standards.

Following a transaction, we may keep your details for a reasonable period afterwards in order to fulfil contractual obligations such as refunds.

Legitimate Interest

We process your data to our legitimate interests in a way which might reasonably be expected as part of running our business and which does not materially impact your rights, freedom or interests

Direct Marketing and Good Customer Service

It is a legitimate interest of our business to contact our customers for the purposes of direct marketing. Subject to their marketing choices, we send customers communications in relation to new products and ranges and offers by email and we do so on the basis of our legitimate interests. Again, subject to their marketing choices, we also send our customers personal communications in relation to new products, new ranges and offers by post on the basis of our legitimate interest.

We use the data we have to offer you promotions and products that are likely to be relevant to you. You can, of course, decide not to receive any direct marketing from us.

Refunds and Complaints

We have to process personal data in order to respond to queries, refund requests and complaints. We may also keep a record of these interactions for the following reasons:

- To inform our future communications with you;
- To review whether there are any patterns regarding the complaints we receive, for example, quality issues with any particular products;
- To be able to demonstrate how we dealt with your complaint; and
- To consider how we can improve our services based on your experience.
- In such circumstances we will process your personal data in accordance with our contractual and legal obligations with you and our legitimate interest to provide you with good customer service.

Security

We have a legitimate interest in protecting our customers and our business from criminal and illegal activity such as fraud and theft. Therefore, we may process personal data as part of our legitimate business interest.

We may use your personal data to maintain, update and safeguard your online account. Monitoring your browsing activity with us to identify and resolve any problems and protect the integrity of our websites. This will include checking passwords and using automated monitoring of IP addresses to identify potentially fraudulent log-ins.

Processing payments and preventing fraudulent transactions.

If we discover any potential criminal activity we may use personal data to investigate and, where appropriate, pass the details to the police and other relevant regulatory authorities. For fraud management, we may share information about fraudulent or potentially fraudulent activity in our premises or systems with third parties such as law enforcement bodies and financial institutions.

We may also be required to disclose your personal data to the police or other enforcement, regulatory or Government body upon a valid request to do so. We assess such requests on a case-by-case basis whilst taking the privacy of our customers into consideration.

Updates On Law and Our Policies

We may send communications required by law or which are necessary to inform you about changes to our business and/or issues regarding our products. These service messages will not include any promotional content and do not require prior consent. If we do not use your personal data for these purposes, we would be unable to comply with our legal obligations.

Sharing Your Data

We may share your information with selected third parties including:

- Business partners, suppliers and sub-contractors for the performance of any contract we enter into with them or you.
- In the event that we sell or buy any business or assets, in which case we may disclose your personal data to the prospective seller or buyer of such business or assets.
- If Wildwood Vineyard or substantially all of its assets are acquired by a third party, in which case personal data held by it about its customers will be one of the transferred assets.
- If we are under a duty to disclose or share your personal data in order to comply with any legal obligation, or in order to enforce or apply our Terms & Conditions and other agreements; or to protect the rights, property, or safety of Wildwood Vineyard, our customers, or others. This includes exchanging information with other companies and organisations for the purposes of fraud protection and credit risk reduction.
- In order to support, operate, maintain our website, to assist your user experience of the website and for fraud management we currently use the following IT companies who may process your personal data pursuant to contracts with Wildwood Vineyard:

Storing your Personal Data

The data that we collect from you may be transferred to, and stored at, a destination outside the European Economic Area (“EEA”). It may also be processed by staff operating outside the EEA who work for one of our suppliers. Such staff may be engaged in, among other things, the fulfilment of your order, the processing of your payment details and the provision of support services. By submitting your personal data, you agree to this transfer, storing or processing. We will take all steps reasonably necessary to ensure that your data is treated securely and in accordance with this privacy policy and have procedures in place to ensure your data receives the same protection as if it were being processed inside the EEA.

All information you provide to us is stored on our secure servers. Any payment transactions will be encrypted using SSL technology. Where we have given you (or where you have chosen) a password which enables you to access certain parts of our site, you are responsible for keeping this password confidential. We ask you not to share a password with anyone.

Input of personal data is at the user’s discretion. We have strict policies and procedures regarding the storage, processing and transmission of your personal data.

Managing your Personal Data

You have the right to ask us not to process your personal data for marketing purposes. We will inform you (before collecting your data) if we intend to use your data for such purposes or if we intend to disclose your information to any third party for such purposes. You can exercise your right to prevent such processing by checking certain boxes on the forms we use to collect your data. You can also exercise the right at any time by contacting us at Customer Services at info@wildwoodvineyard.co.uk

In general, you can choose how we communicate with you, but there are certain communications which are necessary for the operation of this site or which we are required to send by law, and you cannot opt out of these.

How Long We Keep Personal Data

We will only keep personal data for as long as is necessary for the purpose for which it was collected, at the end of that retention period, your data will either be deleted completely or anonymised.

When you place an order, we'll keep the personal data you give us for seven years so we can comply with our legal and contractual obligations.

Your rights

Under the Data Protection Laws you have the following rights.

Direct Marketing

- When we are sending direct marketing to you on the basis of our legitimate interest, you have the right to decide not to receive any direct marketing from us.
- Whenever you have given us your consent to use your personal data, you have the right to change your mind at any time and withdraw that consent.
- You have the right to stop the use of your personal data for direct marketing activity through all channels, or selected channels.
- You can also exercise these rights and update your preferences at any time by contacting us at Customer Services at info@wildwoodvineyard.co.uk

Please note that you may continue to receive communications for a short period after changing your preferences while our systems are fully updated.

Access To Personal Data

You have the right to access information held about you. Your right of access can be exercised in accordance with the Data Protection Laws and is free of charge in most cases.

If you require access to the information we hold about you, please write to Wildwood Vineyard, Eridge Road, Tunbridge Wells, TN3 9EQ

You have the right to request any information we hold is corrected if it is inaccurate. To ask for your information to be amended, please update your online account, or contact us at info@wildwoodvineyard.co.uk

Legitimate Interests

In general, you can choose how we communicate with you, but there are certain communications which are necessary for the operation of this site or which we are required to send by law, and you cannot opt out of these.

Where we are processing your personal data on the basis of our legitimate interest, you can ask us to stop based on your individual circumstances. We shall stop any such processing unless we believe that we have a legitimate overriding reason to continue processing your personal data.

The Right to Make a Complaint

If you do not consider that your data has been handled correctly by us or you are not happy with our response to any requests you have made regarding our use of your personal data, you have the right to make a complaint to the International Commissioner's Office. Their contact number for complaints is 0303 123 1113.

Further details regarding making a complaint to the Information Commissioner's Office can be found at <https://ico.org.uk/concerns/> (please note that we are not responsible for the content of external websites).

Changes to this Policy

Any changes we may make to our privacy policy in the future will be posted on this page and, where appropriate, notified to you by e-mail.

Contact

Questions, comments and requests regarding this privacy policy are welcomed and should be addressed to info@wildwoodvineyard.co.uk

Business Details

Wildwood Vineyard is a partnership. The partners are Paul Olding, Enid Olding and Victor Greenway. Our business address is Wildwood Vineyard, Eridge Road, Tunbridge Wells, TN3 9EQ

Governing Law and Jurisdiction

These terms and conditions are governed by and construed in accordance with the laws of England and shall be subject to the exclusive jurisdiction of the English Courts.