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**PRIVACY POLICY**

The Northern Wine Guy respects your privacy and is committed to protecting your personal data. This privacy policy will inform you as to how we look after your personal data when you visit the website regardless of where you visit from and tell you about your privacy rights and how the law protects you.

This privacy policy aims to give you information on how The Northern Wine Guy collects and processes your personal data through your use of this website, including any data you may provide through this website when you sign up to our newsletter or purchase a service.

We receive, collect and store any information you enter on our website or provide to us in any other way. We may use software tools to measure and collect session information, including page respose times, length of visits to certain pages, page interaction information and methods used to browse away from the page.

When you contact us on the website, as part of the process, we collect personal contact information you give us such as your name, email address and contact number. Your personal information will only be used for the specific reasons stated above.

If you have any questions about this privacy policy or our privacy practices, please contact our data privacy manager via: [andrew@thenorthernwineguy.co.uk](mailto:andrew@thenorthernwineguy.co.uk)

You have the right to make a complaint at any time to the Information Commissioner’s Office (ICO), the UK supervisory authority for data protection issues ([www.ico.gov.uk](http://www.ico.gov.uk)). We would however, appreciate the chance to deal with your concerns before you approach the ICO so please do contact us in the first instance.

We do keep our privacy policies under constant regular review. It is important that the personal data we hold about you is accurate and current. Please keep us informed if your personal data changes during your relationship with us.

This website may include links to third-party websites, plug-ins and applications. Clicking on those links or enabling those connections may allow third parties to collect or share data about you. We do not control these third-party websites and are not responsible for their privacy statements. When you leave our website we encourage you to read the privacy policy of every website that you visit.

Personal data, or personal information, means any information about an individual from which the person can be identified. It does not include data where the identity has been removed (anonymous data).

We may collect, use, store and transfer different kinds of personal data about you which we have grouped together:

* Identity Data – includes first name, last name, username or similar identifier, email, role and company name.
* Contact Data – includes billing address, delivery address, email address and telephone numbers – where relevant.
* Usage Data – includes information about how you use our website, products and services.
* Marketing and Communications Data – includes your preferences in receiving marketing from us and our third parties and your communication preferences.

We also collect, use and share Aggregated Data such as statistical or demographic data for any purpose. Aggregated Data could be derived from your personal data but is not considered personal data in law as this data will not directly or indirectly reveal your identity. For example, we may aggregate your Usage Data to calculate the percentage of users accessing a specific website feature. However, if we combine or connect Aggregate Data with your personal data so that it can directly or indirectly identify you, we treat the combined data as personal data which will be used in accordance with this privacy policy.

If you fail to provide personal data where we need to collect personal data by law, or under the terms of a contract we have with you, and you fail to provide that data when requested, we many not be able to perform the contract we have or are trying to enter into with you. In this case, we may have to cancel a product or service you have with us but we will notify you if this is the case at the time.

We use different methods to collect data from and about you including through:

* Direct interactions. You may give us your identity, contact and personal data by filling in forms or by corresponding with us by post, phone, email or otherwise.
* Automated Technologies or interactions. As you interact with our website, we will automatically collect data regarding your actions on our pages, browsing actions and patterns. We collect this personal data by using cookies, server logs and other similar technologies.
* Third parties or publicly available sources. We will receive personal data about you from various third parties as set out below:
* A) Technical data from the following parties
* B) Analytics providers such as Google based outside the EU
* C) Advertising networks such as Google AdSense based outside the EU and
* D) Search information providers such as Google based outside the EU.

We only use your personal data when the law allows us to. Most commonly, we will use your personal data in the following circumstances:

* Where we need to perform the contract we are about to enter into or have entered into with you.
* Where it is necessary for our legitimate interests (or those of a third party) and your interests and fundamental rights do not override those interests.
* Where we need to comply with a legal obligation.

We strive to provide you with choices regarding certain personal data uses, particularly around marketing and advertising.

We may use your Identity, Contact, Technical, Usage and Profile Data to form a view on what we think you may want or need, or what maybe of interest to you. This is how we decide which products, services and offers maybe relevant for you (we call this marketing).

We will get your express opt-in consent before we share your personal data with any third party for marketing purposes.

You can ask us or third parties to stop sending you marketing messages at any time by following the opt-out links or sending us an email to Thedevonwineguy@gmail.com .

You can set your browser to refuse all or some browser cookies, or to alert you when websites set or access cookies. If you disable or refuse cookies, please note that some parts of this website may become inaccessible or not function correctly.

We will only retain your personal data for as long as reasonably necessary to fulfil the purposes we collected it for, including for the purposes of satisfying any legal, regulatory, tax, accounting or regulatory reporting requirements. We may retain your personal data for a longer period in the event of a complaint or if we reasonably believe there is a prospect of litigation in respect of our relationship with you.

To determine the appropriate retention period for personal data, we consider the amount, nature and sensitivity of the personal data, the potential risk of harm from unauthorised use or disclosure of your personal data, the purposes for which we process your personal data and whether we can achieve these purposes through other means, and the applicable legal, regulatory, tax, accounting or other requirements.

We try to respond to all legitimate requests within one month. Occasionally it could take us longer than a month if your request is particularly complex, or you have made a number of requests. In this case, we will notify you and keep you updated.

The Northern Wine Guy