

Customer Privacy and Data Protection Policy

The Pipe of Port Wine Academy is part of Day Liddell Ltd. We have an obligation to ensure that any personal information we gather, process and/or store regarding all of our customers and site visitors is done so legally and safely. This policy explains what personal information we collect about you when you communicate with us or use our website and how we fulfil these obligations.

Please be assured that Day Liddell Ltd. will never pass your information on to a third party for profit or otherwise unless necessary to fulfil a task such as processing your order, enrolling you on a course or taking your payment, all of which are explained below.

Why we collect your personal data

1. To register you as a candidate with The Pipe of Port Wine Academy and WSET Awards to enable you to sit examinations for WSET qualifications.
2. To administer and conduct your examination, including making arrangements for reasonable adjustments and/or special considerations.
3. To communicate with you and issue your examination results and qualification certificate as appropriate.
4. To provide you with post-results services such as enquiries against results and appeals and solicit feedback from you on The Pipe of Port Wine Academy and WSET qualifications.
5. To process your registration for any Pipe of Port Wine Academy hosted courses or events so that we can deliver these services to you.
6. To send you information regarding the course or event for which you are registered (or which have registered interest in).
7. To process sales of products or services you have purchased from us.
8. To manage any account(s) for providing our WSET Awards online services including but not restricted to Online Classroom and Global Campus where you have registered with us so that:
 - We can provide you with the relevant products and services.
 - You can access relevant course materials.
 - We can fulfil our services and communicate with you about them.
 - To verify your identity.
 - To carry out research to better understand your requirements on the relevant products and services.
9. To personalise, report on and improve the services and products we provide to you, and to provide you with a best-in-class customer service experience.
10. To send you marketing communications including information about our qualifications, upcoming events and links to our blogs.

Other legitimate interests

When we send you news regarding our products we will do so on the basis that we have your consent. However, to allow us to provide continual best-in-class service we believe we have legitimate interest to process your personal data so that we can:

- Improve our existing product range and services.
- Provide you with a best-in-class customer service experience.
- Protect you as our customer, our employees and our business.
- Understand your likes and dislikes, what services you wish to hear about and how best to contact you to inform you about them.

We may collect the following information about you:

- Your name, date of birth, gender and contact details (this could include your postal address, telephone numbers and email address)
- Purchases and orders made by you
- Your payment information (through paypal or by payment card) when you purchase any products or services (should you pay for one of our products or services over the telephone or using one of our payment forms, your card details will not be retained and will be securely destroyed)
- When you set up any account with us, your login credentials
- Your marketing preferences
- Your correspondence with us
- In certain situations, information relating to health which may be required to support applications for reasonable adjustment and/or special consideration in the context of examinations for WSET qualifications.
- Website usage information (cookies)

Our Website

We use WIX.com for our website, mailing list and online shop. All data is stored within the WIX.com system. You can read about how WIX manages your information on our behalf by visiting [here](#).

You can also book events and tables via our website but these are linked and processed by external companies, details of which you can find below.

Cookies

We use cookies to store your current session when visitors access or use our website. The website also uses cookies or similar technologies to ensure the best user experience by tracking our users' movements around our site and to gather demographic information about our user base as a whole.

Cookies are small text files that are placed on the user's device and can be used to track usage patterns. Day Liddell Ltd. does not use cookies to store personal information about its users, but they are used to track usage on our site for all visitors. These tracking items include Internet Protocol (IP) addresses, browser type, Internet Service Provider (ISP), referring/exit pages, the files viewed on our site (e.g. HTML pages, graphics), operating system, date/time stamp, and/or clickstream data to analyse trends in the aggregate and administer site.

Our users are free to disable cookies within their browser, but this will may limit the functionality of the website.

*(The legal basis for processing and/or storing this information falls under **Legitimate Interests**)*

Mailing List

If you subscribe to our website mailing list we retain your email address within the WIX system and will use this to email you our newsletter and marketing emails until such time as you unsubscribe.

*(The legal basis for processing and/or storing this information falls under **Consent**)*

Course Bookings

You can book courses via our website by clicking the “Pay” button once you’ve completed the enrolment form. This will take you to PayPal, our chosen online payments provider, to take payment for the event. Whether you pay using PayPal as a guest or sign in to your account you can read how they manage your information by visiting [here](#).

We will receive an email from PayPal with the information you supplied (excluding your payment information). This email is sent to info@pipeofport.co.uk which is accessed by our management team and is password protected. The email will be retained until the event has taken place, at which time it will be deleted.

*(The legal basis for processing and/or storing this information falls under **Consent**)*

Google Analytics

We use Google Analytics to analyse information regarding our website visitors, this includes how many visitors we have, where they are (country, state or region), age and gender (if available) and what parts of the site they have visited. Google Analytics will store the information for 38 months, it is then automatically deleted. This allows us to perform important business development related analysis such as which areas of our site are most popular and the demographics of our visitors.

*(The legal basis for processing and/or storing this information falls under **Legitimate Interests**)*

Emailing Us

If you email us directly we will often retain the email for future reference. The email will be read and accessible by members of our management team and each mailbox is password protected. This email will be stored on our secure email system provided by Fasthosts. Fasthosts’ email servers are all within the EU and therefore fully comply with GDPR regulations. In other words, the emails you send us are very safe.

*(The legal basis for processing and/or storing this information falls under **Legitimate Interests**)*

Managing Your Information with Us

You are entitled to:

- request a copy of the personal information we (and any of our data processors) store about you, if any
- request that we (and any of our data processors) update the information we store about you
- request that we (and any of our data processors) delete all personal information we store about you, if any
- object to any of the ways in which we use your data

and you can do this by emailing privacy@pipeofport.co.uk.

If you simply want to be removed from our mailing list, you can email the above address or just click on the unsubscribe link included in all of our marketing emails.

For further information regarding your general rights relating to personal information please visit the Information Commissioners Office website, which can be accessed [here](#). If you have any further questions regarding the personal information we keep or process about you then just drop us a line at privacy@pipeofport.co.uk.