



Customer Privacy and Data Protection Policy

The Pipe of Port 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 or taking your payment, all of which are explained below.

What information do we collect about you?

We gather your personal information to enable us to process your bookings, orders, wine club membership, payments or allow us to contact you for news or marketing purposes, or when you provide us with feedback. Website usage information is collected using cookies. The data we may hold about you includes:

- Name
- Email address
- Postal address
- Telephone number
- Website usage information (cookies)
- Payment information (only applicable to our Wine Club)

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**)*

Event Booking

You can book events via our website by clicking the “Book Now” button against your chosen event on the “Tastings and Events” page. 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**)*

Shop

You can purchase products or gift vouchers via our online shop which is accessible via our website. We will gather information such as name, address, email address and telephone number during the purchasing process to enable us to fulfil your order. We will receive an email from WIX 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 order has been fulfilled, at which time it will be deleted although the information will be retained on the WIX system as an audit log of past orders.

If you opt to pay for your order online you will be transferred to PayPal, our chosen online payments provider, to take payment for the order. 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](#).

If you decide to call or visit us to take payment by card this will be processed by our card payment processor, Barclaycard Merchant Services and no information will be stored once the payment has been taken.

*(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**)*

Booking a Table

We use a company called Avenista to manage our table reservations whether you book by phone, email or via our website. If you book via our website your name, phone number and email address will be taken and transferred to our Avenista Booking Management System, where your information will be saved under a customer profile which we retain for ease of future bookings. If booking over the phone or in person this information will be entered manually but the member of staff taking your booking. The Avenista Booking Management System is stored on a server within our protected network and is only accessible by authorised Pipe of Port staff.

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

Wine Club Membership

If you sign up to our Wine Club via our website we will receive an email with the information you entered in to the website form (name, address, phone number), this email is sent to info@pipeofport.co.uk which is accessed by our management team and is password protected. We print this email out and delete the electronic copy. Your information is then stored in a locked cabinet, which is in turn stored in a locked cupboard on site. If you complete a manual form to sign up to the club the process is much the same, the paper record being securely stored in the same place on site.

As per the terms and conditions of the Wine Club, we store your credit card details to take payment at the time of each delivery. This data is stored securely alongside your personal information as above.

We will retain your information for as long as you are a member of the club.

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

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.