



PRIVACY POLICY

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.

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:

Information we collect from you

When you register with our company, we collect information about you including your name, address, email address and telephone number. We may also collect information about your usage of our website as well as information about you from e-mails or letters you send to us and during telephone conversations between us.

Uses of your information

(i) Essential information

Your information will enable us to bill you and to contact you where necessary regarding your ongoing account with us. Your information will also enable us to supply the goods you have purchased. We have to share your specified delivery

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address with the relevant warehouse and their logistics team in order to facilitate the delivery of your wine, and resolve any delivery issues. We will send you emails, and occasionally telephone you, with regards to the delivery of your wine.

(ii) Marketing

If you choose to subscribe to our newsletters, we will also use your information to let you know about our wines, services and events. Our newsletters and marketing emails are purely sent on an "opt-in" basis. 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](#).

We use a third-party provider, MailChimp, to deliver our marketing email and newsletters. We gather statistics around email opening and clicks using industry standard technologies to help us monitor and improve our newsletters and marketing emails. For more information, please see [MailChimp's Privacy Policy](#).

(iii) 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 information 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 the website.

(iv) 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.

Disclosure of information

The information you provide to us will be held on our computers in the UK and will only be given to third parties who act for us for the purposes as set out in this policy or for other purposes approved by you. Those parties fulfill and deliver orders, process credit card payments and provide support services on our behalf. We will

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disclose your name, address and credit card details to SagePay for the purposes of processing your credit or debit card payment.

We NEVER sell, rent or trade our email lists with other companies or businesses for marketing purposes; we never have and never will. Unless required to do so by law, we will not otherwise share, sell or distribute any of the information you provide to us without your consent.

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 [Aprompt.com](#) on their secure UK-based shared servers. For more information, please see [Aprompt'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

+44 (0)1380 827291

Changes to this Privacy Policy

This policy was revised on 26th November 2018. Any subsequent changes to our policy will be posted to the website and, where appropriate, sent via email.

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