

DUNCAN MURRAY WINES - PRIVACY POLICY

Duncan Murray Wines is committed to protecting and respecting your privacy.

This policy (together with our [Terms of Website Use](#) and any other documents referred to on it) sets out the basis on which any personal data we collect from you, or that you provide to us, will be processed by us. Please read the following carefully to understand our views and practices regarding your personal data and how we will treat it. By browsing this website and communicating electronically with us, you acknowledge and agree to this use.

For the purpose of the Data Protection Act 1998 (the **Act**), the data controller is Duncan Murray Wines.

INFORMATION WE MAY COLLECT FROM YOU

We may collect and process the following data about you:

- Information that you provide by filling in forms on our site www.duncanmurraywines.co.uk (**our site**) or by e-mail, telephone or any other means of communication. This includes information provided at the time of registering to use our site, subscribing to our service, posting material or requesting further services. We may also ask you for information when you report a problem with our site. If you open an account with us we may obtain information about you from a credit reference agency.
- If you contact us, we may keep a record of that correspondence.
- We may also ask you to complete surveys that we use for research purposes, although you do not have to respond to them.
- Details of transactions you carry out through our site and of the fulfilment of your orders.
- Details of your visits to our site including, but not limited to, traffic data, location data, weblogs and other communication data, whether this is required for our own billing purposes or otherwise and the resources that you access.

IP ADDRESSES AND COOKIES

We may collect information about your computer, including where available your IP address, operating system and browser type for system administration. This is statistical data about our users' browsing actions and patterns, and does not identify any individual.

For the same reason, we may obtain information about your general internet usage by using a cookie file which is stored on the hard drive of your computer. Cookies contain information that is transferred to your computer's hard drive. They help us to improve our site and to deliver a better and more personalised service. They enable us:

- To estimate our audience size and usage pattern.
- To store information about your preferences, and so allow us to customise our site according to your individual interests.
- To speed up your searches.
- To recognise you when you return to our site.

You may refuse to accept cookies by activating the setting on your browser which allows you to refuse the setting of cookies. However, if you select this setting you may be unable to access certain parts of our site. Unless you have adjusted your browser setting so that it will refuse cookies, our system will issue cookies when you log on to our site.

WHERE WE STORE YOUR PERSONAL DATA

All information you provide to us is stored on our secure servers. Any payment transactions will be encrypted. 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.

Unfortunately, the transmission of information via the internet is not completely secure. Although we will do our best to protect your personal data, we cannot guarantee the security of your data transmitted to our site and any transmission is at your own risk. Once we have received your information, we will use strict procedures and security features to try to prevent unauthorised access.

USES MADE OF THE INFORMATION

We use information held about you in the following ways:

- To ensure that content from our site is presented in the most effective manner for you and for your computer.
- To carry out our obligations arising from any contracts entered into between you and us.
- To identify potential customers.
- To administer customer accounts.
- To carry out market research.
- To monitor visitor traffic patterns and site use in order to enhance and improve our website.
- To notify you about changes to our service.

If you are an existing customer, we may contact you by electronic means with information about goods and services similar to those which were the subject of a previous sale to you.

If you are an individual customer and have consented by ticking the relevant box on the form on which we collect your data (the registration form), we may use your data to provide you with information about products or services which you request from us or which we feel may be of interest to you, e.g. special offers, new wines, tastings and other events and promotions and we may contact you about these by post, telephone or e-mail.

If you are a business customer, we may use your data to provide you with information about products or services which we feel may be of interest to you e.g. special offers, new wines, tastings and other events and promotions and we may contact you about these by post, telephone or e-mail. If you do not want us to use your data in this way please tick the relevant box on the form on which we collect your data (the registration form).

If you do not want us to use your data in this way please contact us at any time following registration at 10 Adam & Eve Street, Market Harborough, Leicestershire, LE16 7LT or at info@duncanmurraywines.co.uk.

DISCLOSURE OF YOUR INFORMATION

We may disclose your personal information to third parties:

- 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 Duncan Murray Wines 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 of Website Use](#) or our [Terms and Conditions of Business](#) and other agreements or to protect the rights, property, or safety of Duncan Murray Wines, our customers, or others. This includes exchanging information with other companies and organisations for the purposes of fraud protection and credit risk reduction.

UPDATING YOUR DATA

If any of your details change (e.g. you move or your e-mail address changes) or you believe the information we hold about you is incorrect please let us know by amending your registration details or by sending an e-mail to info@duncanmurraywines.co.uk.

LINKS TO OTHER SITES

Our site may, from time to time, contain links to and from other websites that may be of interest to you. If you follow a link to any of these websites, please note that these websites have their own privacy policies and that we do not accept any responsibility or liability for these policies. Please check these policies before you submit any personal data to these websites.

CHANGES TO OUR PRIVACY 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@duncanmurraywines.co.uk.