

# Privacy Policy

The policy explains how Moke Fine Wines Limited uses your personal data, whether you're shopping over the phone or by email.

## **Our commitment to you**

We promise to safeguard your privacy and personal information, always. We will keep your personal information safe and will never pass it to third parties for marketing purposes without your express consent.

## **Looking after your information**

Throughout this Privacy Policy, 'we' means Moke Fine Wines Ltd.

## **How we use your information**

We use your information in a number of different ways, depending on the information. Below we set this out in detail, showing what we do, and why we do it.

## **Your name and contact details**

**How we use it:** To deliver your purchases to you

**Why we use it:** So that we complete our contract with you and successfully deliver your order

**How we use it:** Send you emails, including order confirmations

**Why we use it:** So we can tell you your order is coming – performing our service to you

**How we use it:** Keeping you updated on offers, new products and news by email or post

**Why we use it:** With your consent, to keep you up to date.

**How we use it:** Fraud prevention and detection

**Why we use it:** To prevent and detect fraud against either you or Moke Fine Wines Ltd.

**How we use it:** Showing you mokefinewines.co.uk adverts as you browse the internet

**Why we use it:** So you can see our latest products and offers

**How we use it:** Finding out your favourites, what you like and what you can do without

**Why we use it:** To ensure we are giving you what you want, and to stay ahead of the competition

## **Your payment information**

Your card's security/CVV code (for your peace of mind, we don't keep them).

**How we use it:** Take payment, and give refunds

**Why we use it:** So you can receive your order, or return it

**How we use it:** Fraud prevention and detection

**Why we use it:** To prevent and detect fraud against either you or Moke Fine Wines Ltd.

## **Your contact history**

Whether over the phone or via email

**How we use it:** Provide customer service and support

**Why we use it:** So we can give you the best-in-class service you have come to expect from us

**How we use it:** Train our staff

**Why we use it:** So they are ready and able to answer all your questions

## **Purchase history**

All of your past orders

**How we use it:** Sell you things

**Why we use it:** So we can complete our contract with you, and you can receive your favourite or new wines that you are interested in

**How we use it:** Provide customer service and support, with both orders and returns

**Why we use it:** So shopping with Moke Fine Wines Ltd. is always easy and enjoyable

**How we use it:** Finding out your favourites, what you like and what you can do without

**Why we use it:** To ensure we are giving you what you want, and to stay ahead of the competition

## **Information about your phone or laptop, and how you use our website**

Including your IP address and device type and, if you opt in, your location data, as well as how you use our website.

**How we use it:** Improve our website

**Why we use it:** So shopping with us is easy and enjoyable

**How we use it:** Protect our website

**Why we use it:** To prevent and detect fraud against either you or Moke Fine Wines Ltd.

## **Your responses to surveys, competitions and promotions**

**How we use it:** Run the survey, competition or promotion

**Why we use it:** So you can enter or have your say

You can change your preferences at any time and you don't have to give us any of this personal information if you don't want to. To make any changes on what information you share and how we use it, email us on [info@mokefinewines.com](mailto:info@mokefinewines.com) or call us on +44 (0)1285 771127. If you choose not to share your information, you may not be able to shop with us and you will not receive our offer updates and latest news – but it is your choice to make and we are happy to help you in any way.

## **We never sell your information**

We do not, and will not, sell any of your personal data to any third party – including your name, address, email address or credit card information. You can rest assured that you can put your trust in us.

However, we share your data with the following categories of companies as an essential part of being able to provide our services to you, as set out in this statement:

- Companies that provide services on our behalf, such as payment processors, printers, couriers, suppliers and analytical processors.
- Professional service providers, such as marketing agencies, advertising partners and website hosts.
- We may share your personal information with third parties where required or permitted by law, if we believe we need to do so to protect our rights and interests, or to comply with legal proceedings. In such cases, we will always do so legally and with due regard to privacy.

## **Keeping you up to date**

If you have given consent, we'll send you marketing messages by email, phone and social media to keep you aware of what we're up to and keep you updated on our latest news and offers.

## **How to stop marketing messages from us**

You can stop receiving marketing messages from us at any time. You can do this:

- By contacting us on +44 (0)1285 771127 or via email on [info@mokefinewines.com](mailto:info@mokefinewines.com)

Once you do this, we will update your profile to ensure that you don't receive further marketing messages from us. Please note that it might take a few days for all our systems to be updated, so you might get messages from us while

we process your request. Also, please be aware that stopping marketing messages will not stop service communications (such as order confirmations).

### **Seeing our adverts**

To help keep you up-to-date on what's available, and to help you find our products, we also engage in online advertising. Like many other brands, we target Moke Fine Wines banners and ads to you when you are visiting other websites. We do this using a variety of digital marketing networks and ad exchanges, and use a range of technologies including pixels, ad tags, cookies and mobile identifiers, as well as specific services offered by some sites and social networks, such as Facebook's Custom Audience service.

The banners and ads you see will be based on information we hold about you, or your previous use of Moke Fine Wines (for example, your Moke Fine Wines.com search and order history, and the content you read on our website) or on Moke Fine Wines banners or ads you have previously clicked on.

### **Your information and countries outside of Europe**

We take protecting your information very seriously, and therefore, if your information is to be sent outside of Europe, we make sure it will be subject to standards of protection and security that are as high as those Moke Fine Wines uses here in the UK – and that our practices are compliant with the conditions set out in the relevant privacy laws.

We take your data very seriously therefore we will always conduct a full review of all of our suppliers processes and procedures including storage solutions for our data. In order to ensure adequacy when sending your data outside of the EEA we put in place contracts based on the Standard EU Model Contract Clauses which are designed by the European Commission to guarantee adequacy for any data transfer and processing of this nature.

### **Storing your information**

We'll store your information for as long as you have your Moke Fine Wines account, or as long as is needed to be able to provide our services to you, or, in the case of any contact you may have with us in order to provide support-related reporting and trend analysis only.

If reasonably necessary or required to meet legal or regulatory requirements, resolve disputes, prevent fraud and abuse, or enforce our terms and conditions, we may also keep hold of some of your information as required, even after you have closed your account, or it is no longer needed to provide the services to you.

### **Know your rights**

- The right to be informed about how your personal information is being used.
- The right to access the personal information we hold about you.
- The right to request the correction of inaccurate personal information we hold about you.
- The right to request that we delete your data, or stop processing it or collecting it, in some circumstances.
- The right to stop direct marketing messages, which you can do through emailing us on [info@mokefinewines.com](mailto:info@mokefinewines.com) at any time.
- The right to complain to your data protection regulator — in the UK, the Information Commissioner's Office.

If you want to exercise your rights or have a complaint, or just have questions, please contact us at [info@mokefinewines.com](mailto:info@mokefinewines.com)

### **Changes to our Privacy Policy**

We may change this page from time to time, to reflect how we are processing your data.

If we make significant changes, we will make that clear online or by some other means of contact such as email, so that you are able to review the changes before you continue to use Moke Fine Wines

### **Children**

We never knowingly collect data for children under the age of 18 and it is your responsibility to advise us if you are providing information for a child under the age of 18.

**For customers residing in the Republic of Ireland;** We never knowingly use personal data of customers under the age of 18 for the purposes of direct marketing, profiling or micro-targeting. It remains your responsibility to advise us if you are providing information for a child under the age of 18.

**Stay in touch**

We love hearing from you, and your point of view is of the utmost importance to us. Please contact us if you have any questions or feedback on our Privacy Policy, or if you have a complaint, would like us to stop using your information or want to exercise any of your rights as set out above.

Please call us on +44 (0)1285 771127 or email [info@mokefinewines.com](mailto:info@mokefinewines.com)

If you'd prefer, you can write to us at:

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Coates  
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