

# **PRIVACY POLICY**

This policy (together with our terms of 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. For the purpose of the Data Protection Act 2018 (the “Act”), the data controller is Samantha MacArthur, CellarDoor, Zero Aldwych, London WC2R 0HS.

## **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.cellardoor.biz](http://www.cellardoor.biz) (the “Site”). This includes information provided at the time of registering to use the Site, subscribing to our newsletter, posting material or requesting further services, completing any surveys or reporting any problem with the Site; records of your correspondence (if any) with us; details of your visits to our site including, but not limited to, traffic data, location data, weblogs and other communication data and the resources that you access; We may also ask you to complete surveys that we use for research purposes, although you do not have to respond to them.

## **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 and to report aggregate information. This is statistical data about our users’ browsing actions and patterns, and does not identify any individual.

## **COOKIE STATEMENT**

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 the Site and to deliver a better and more personalised service. Some of the cookies we use are essential for the site to operate. They enable us: to estimate our audience size and usage pattern; to store information about your preferences, and so allow us to customise the Site according to aggregate preferences; to speed up your searches; and to recognise you when you return to the Site.

The main cookies that we use provide us with valuable data about our website. We also link to other websites such as Twitter, You Tube, Instagram and Facebook. We would expect that they use the same kind of cookies but as these sites are not controlled by us, we can not guarantee the cookies that they are using and suggest that you read their privacy policies to be absolutely sure. We really hope that this is ok, but if you are really unhappy with cookies being used, the best way round this is to turn it off in your browser settings so that they are not used on any website. To do this, you can go to your privacy settings in either Tools or Options depending on your browser. If you want to clean out all

tracking cookies from all your Web sites, here are links where you can download three programs that can clean out tracking cookies:

- [http://www.lavasoftusa.com/products/ad-aware\\_se\\_personal.php](http://www.lavasoftusa.com/products/ad-aware_se_personal.php)
- <https://www.spybot-free-download.com/>
- <http://www.webroot.com/consumer/products/spysweeper/>

### **WHERE WE STORE YOUR PERSONAL DATA**

The data that we collect from you may be transferred to, and stored at, a destination outside the UK and the European Economic Area (“EEA”). By submitting your personal data, you agree to this transfer, storing or processing. We will take all steps reasonably necessary to ensure that your data is treated securely and in accordance with this privacy policy. All information you provide to us is stored on our secure servers. If we have given you (or where you have chosen) a password which enables you to access certain parts of the Site, you are responsible for keeping this password confidential. Unfortunately, the transmission of information via the internet is not completely secure. Although we will use our best endeavours to protect your personal data, we cannot guarantee the security of your data transmitted to the 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 the Site is presented in the most effective manner for you and for your computer;
- to provide you with information, products or services that you request from us or which we feel may interest you, where you have consented to be contacted for such purposes;
- to carry out our obligations arising from any contracts entered into between you and us;
- to allow you to participate in interactive features of our service, when you choose to do so; and to notify you about changes to our service.

We may also use your data to provide you with information about goods and services which may be of interest to you. We will not provide your data to third party advertisers or suppliers. We may use third party service providers to help us operate our business and the Site or administer activities on our behalf, such as sending out newsletter or surveys. We may share your information with those third parties for those limited purposes. If you do not want us to use your data in this way, please notify us using our “Contact Us” form. If you have opted in to our mailing list and wish at any time to unsubscribe from receiving future emails, we include detailed unsubscribe instructions at the bottom of each email or you may unsubscribe via our “Contact Us” form.

### **DISCLOSURE OF YOUR INFORMATION**

We may disclose your personal information to third parties:

- if CellarDoor or substantially all of its assets are acquired by a third party, in which case personal data held by it about its customers and users of the Site 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 use and other agreements; or to protect the rights, property, or safety of us, our customers, or others. This includes exchanging information with other companies and organisations for the purposes of fraud protection and credit risk reduction.

### **GOOGLE ANALYTICS**

Google Analytics cookies collect information on how website visitors use the site and the applications on it. That information helps us to improve the site and the customer experience. Cookies collect information in an anonymous form which includes information of numbers of visitors, where they've come from and which pages on the site they've visited as well as how long they've spent on those pages. <https://support.google.com/analytics/answer/6004245?hl=en>

### **NEWSLETTER - IMPACT DATA**

We use Impact Data to store our database and to send out newsletters. On every newsletter is an opt out button. Anyone clicking the opt out button will be removed from the database. For further information on how your data is stored please visit <https://www.impactdata.com.au/privacy-policy.html>

### **BOOKING WIDGET**

CellarDoor use both ETickets and Design My Night, who collect data such as name, phone, email address, date and time of booking. This information is stored by them and your information is used to secure your booking and for us to get in contact to confirm. For further information on how your data is stored please visit either <https://www.etickets.to/privacy/> or <https://www.designmynight.com/terms-and-conditions>

### **GOOGLE MAPS**

Google uses these cookies to measure the number and behaviour of Google Maps users. <https://policies.google.com/privacy/key-terms?hl=en&gl=uk#toc-terms-cookie>

### **EMBEDDED SOCIAL MEDIA FEEDS**

Our social media feeds have been embedded into the website to provide a snapshot of what's happening. The feeds come directly from our Facebook, Twitter and Instagram accounts.

### **YOUR RIGHTS**

You have the right to ask us not to process your personal data for marketing purposes. We will usually inform you (before collecting your data) if we intend to use your data for such purposes or if we intend to disclose your information to any third party for such purposes. You can exercise your right to prevent such processing at any time by contacting us using our "Contact Us" form. The Site may, from time to time, contain links to and from the websites of our partner networks, advertisers and affiliates. 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.

**ACCESS TO INFORMATION**

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 email.