



# Privacy policy

We collect certain information or data about you when we provide service or sell you produce.

We collect and on our Epos system store:

- Your name, address, date of birth and contact details
- Your email address
- Information on your purchase history and tastes or preferences

**We collect this data to:**

- Enable processing and fulfilment of the contract or purchase
- Improve our service
- Identify and proactively meet or exceed your needs
- Help you with future purchases
- Help us forecast demand and production requirements
- Provide you with information about events if required
- Help us comply with statutory licensing objectives

## **Where your data is stored**

Our systems store your data on secure servers within in the [European Economic Area](#) (EEA). As our systems are operated on a SAS model, some of our suppliers may be based outside the EEA. We have controls and contractual agreements in place to protect your data and how your data can be accessed.

By providing your personal data when asked to, you agree to this.

## **When you sign up to our email newsletter**

We use the Mailchimp platform, for our email newsletters. This is a secure, encrypted and world-class platform used by leading organisations around the world.

Mailchimp has staff based outside the EEA, and stores your data in the US. When you sign up to our email alerts, you agree to your data being stored in this way.

As a subscriber to our email newsletter, we may contact you from time to time to ask for your feedback on how to improve our newsletter.

## **Keeping your data secure**

Sending information over the internet is generally not completely secure, and we can't guarantee the security of your data while it's in transit.

**Any data you send to us is at your own risk.**

We have procedures and security features in place to keep your data secure once we receive it.

## **Disclosing your information**

We may pass on your personal information only if we have a legal obligation to do so, or if we have to enforce or apply our [terms of use](#) and other agreements. This includes exchanging information with our legal representatives.

We won't share your information with any other organisations for marketing, market research or commercial purposes, and we don't pass on your details to other companies.

## **Your rights**

If you've signed up for email newsletters, you can unsubscribe or change your preferences at any time by using the link at the bottom of the newsletter

## **Maltsters membership system**

When you join Maltsters, you enter your own data onto our membership system and setup your own communication preferences. We use Membermojo, which stores your data on secure servers within in the [European Economic Area](#) (EEA). By assigning a

password to your account, you can improve the security of your own data. This platform is used to enable automation of the processing required to manage your membership and events held for members. You can choose to delete your membership and associated records.

Our Online Shop [www.maltthebrewery.shop](http://www.maltthebrewery.shop)

When you purchase something from our store, as part of the buying and selling process, we collect the personal information you give us such as your name, address and email address.

When you browse our store, we also automatically receive your computer's internet protocol (IP) address in order to provide us with information that helps us learn about your browser and operating system.

Email marketing (if applicable): With your permission, we may send you emails about our store, new products and other updates.

## **SECTION 2 - CONSENT**

How do you get my consent?

When you provide us with personal information to complete a transaction, verify your credit card, place an order, arrange for a delivery or return a purchase, we imply that you consent to our collecting it and using it for that specific reason only.

If we ask for your personal information for a secondary reason, like marketing, we will either ask you directly for your expressed consent, or provide you with an opportunity to say no.

How do I withdraw my consent?

If after you opt-in, you change your mind, you may withdraw your consent for us to contact you, for the continued collection, use or disclosure of your information, at anytime, by contacting us at [nick@maltthebrewery.co.uk](mailto:nick@maltthebrewery.co.uk) or mailing us at:

Malt The Brewery Online SHOP

Malt the Brewery Ltd, Collings Hanger farm, 100 Wycombe Road, Prestwood. Great Missenden, Buckinghamshire. HP16 0HW.

## **SECTION 3 - DISCLOSURE**

We may disclose your personal information if we are required by law to do so or if you violate our Terms of Service.

## SECTION 4 - SHOPIFY

Our store is hosted on Shopify Inc. They provide us with the online e-commerce platform that allows us to sell our products and services to you.

Your data is stored through Shopify's data storage, databases and the general Shopify application. They store your data on a secure server behind a firewall.

### Payment:

If you choose a direct payment gateway to complete your purchase, then Shopify stores your credit card data. It is encrypted through the Payment Card Industry Data Security Standard (PCI-DSS). Your purchase transaction data is stored only as long as is necessary to complete your purchase transaction. After that is complete, your purchase transaction information is deleted.

All direct payment gateways adhere to the standards set by PCI-DSS as managed by the PCI Security Standards Council, which is a joint effort of brands like Visa, Mastercard, American Express and Discover.

PCI-DSS requirements help ensure the secure handling of credit card information by our store and its service providers.

For more insight, you may also want to read Shopify's Terms of Service (<https://www.shopify.com/legal/terms>) or Privacy Statement (<https://www.shopify.com/legal/privacy>).

## SECTION 5 - THIRD-PARTY SERVICES

In general, the third-party providers used by us will only collect, use and disclose your information to the extent necessary to allow them to perform the services they provide to us.

However, certain third-party service providers, such as payment gateways and other payment transaction processors, have their own privacy policies in respect to the information we are required to provide to them for your purchase-related transactions.

For these providers, we recommend that you read their privacy policies so you can understand the manner in which your personal information will be handled by these providers.

In particular, remember that certain providers may be located in or have facilities that are located a different jurisdiction than either you or us. So if you elect to proceed with a transaction that involves the services of a third-party service provider, then your information may become subject to the laws of the jurisdiction(s) in which that service provider or its facilities are located.

As an example, if you are located in Canada and your transaction is processed by a payment gateway located in the United States, then your personal information used in completing that transaction may be subject to disclosure under United States legislation, including the Patriot Act.

Once you leave our store's website or are redirected to a third-party website or application, you are no longer governed by this Privacy Policy or our website's Terms of Service.

## Links

When you click on links on our store, they may direct you away from our site. We are not responsible for the privacy practices of other sites and encourage you to read their privacy statements.

## SECTION 6 - SECURITY

To protect your personal information, we take reasonable precautions and follow industry best practices to make sure it is not inappropriately lost, misused, accessed, disclosed, altered or destroyed.

If you provide us with your credit card information, the information is encrypted using secure socket layer technology (SSL) and stored with a AES-256 encryption. Although no method of transmission over the Internet or electronic storage is 100% secure, we follow all PCI-DSS requirements and implement additional generally accepted industry standards.

## SECTION 7 - COOKIES

Here is a list of cookies that we use. We've listed them here so you that you can choose if you want to opt-out of cookies or not.

`_session_id`, unique token, sessional, Allows Shopify to store information about your session (referrer, landing page, etc).

`_shopify_visit`, no data held, Persistent for 30 minutes from the last visit, Used by our website provider's internal stats tracker to record the number of visits

`_shopify_uniq`, no data held, expires midnight (relative to the visitor) of the next day, Counts the number of visits to a store by a single customer.

`cart`, unique token, persistent for 2 weeks, Stores information about the contents of your cart.

`_secure_session_id`, unique token, sessional  
`storefront_digest`, unique token, indefinite If the shop has a password, this is used to determine if the current visitor has access.

## SECTION 8 - AGE OF CONSENT

By using this site, you represent that you are at least the age of majority in the UK or your place of residence, or that you are the age of majority in your state or province of residence and you have given us your consent to allow any of your minor dependents to use this site.

## SECTION 9 - CHANGES TO THIS PRIVACY POLICY

We reserve the right to modify this privacy policy at any time, so please review it frequently. Changes and clarifications will take effect immediately upon their posting on the website. If we make material changes to this policy, we will notify you here that it has been updated, so that you are aware of what information we collect, how we use it, and under what circumstances, if any, we use and/or disclose it.

If our store is acquired or merged with another company, your information may be transferred to the new owners so that we may continue to sell products to you.

## QUESTIONS AND CONTACT INFORMATION

If you would like to: access, correct, amend or delete any personal information we have about you, register a complaint, or simply want more information contact our Privacy Compliance Officer at [nick@maltthebrewery.co.uk](mailto:nick@maltthebrewery.co.uk) or by mail at

Malt The Brewery Online SHOP

[Re: Privacy Compliance Officer]

Malt the Brewery Ltd, Collings Hanger farm, 100 Wycombe Road, Prestwood. Great Missenden, Buckinghamshire. HP16 0HW.