

Website Signup - Privacy Notice

What information do we ask you to provide and what do we use it for?

By giving us your personal data you are consenting to us processing it for the purposes stated in this Privacy Notice.

| We capture | We use it to |
|---------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Name | <ul style="list-style-type: none">Identify you and personalise information that we send to you that you have opted-in to |
| Email Address | <ul style="list-style-type: none">Uniquely identify you and send information that you have opted-in to receiving |
| Date of Birth | <ul style="list-style-type: none">Verify that you are old enough to receive marketing material related to alcoholic products. If a date of birth below 18 years is provided the data is removed from our email platform. |
| Pub Name | <ul style="list-style-type: none">To identify the pub that you signed up to receive marketing from. |

Why do we need to collect your personal data?

We process your personal data on the basis that you have given us your consent to do so. We will only use it to send you marketing material that you have opted in to.

What consent options do we offer and how do these affect you?

By giving us your personal data you have consented to receive marketing information from us. If you receive regular emails from us, you can opt-out at any time by clicking the "unsubscribe" link in each email. You can also ask the Data Protection Officer to unsubscribe you. (See the section below called "What are your rights?").

How long do we keep your personal data?

If you are registering to receive regular marketing updates, we will keep your personal data indefinitely, until you opt-out of marketing material, or until you ask us to delete it (see the section below called "What are your rights?")

If you are registering for a specific offer or event we will keep it for no more than 3 months.

Who do we share your information with?

We may pass your personal data to the following companies and organisations:

| Company | Why do we pass information to them? | What information do we pass to them? |
|---------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------|
| Dotmailer Ltd or any other such organisations that we may use from time to time | Dotmailer are a mailing platform and your data is retained securely for email marketing purposes only. Where date of birth proves you to be below 18 the data is deleted. | Email Address, name, date of birth, Pub name, sign up date, opt in type e.g. website opt in |
| Facebook | To verify your age if you are registering using your Facebook account | Facebook user ID |
| Facebook | To target you with offers that may interest you based on either your marketing consent or your acceptance of cookies on our websites. See our Cookie policy for details. Please see the Privacy Statement for more information. | Email address |

Is your personal data processed outside of the UK or EU countries?

Yes, both Facebook and Dotmailer process data in countries that are outside of the UK and EU but they are in full compliance with the General Data Protection Regulation through the EU/USA Privacy Shield framework.

Is any "profiling" performed using your personal data?

No, we do not perform any kind of automated processing for the purposes of analysis or prediction using your personal data

What are your rights?

For more information on your data protection rights refer to our [Privacy Statement](#).

| Version Control | |
|------------------------|----------|
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