

# Privacy & Cookies Policy

Hebridean Whisky Trail is committed to protecting your privacy when you use our services or website. In this policy, we explain how and why we collect your information, what we do with it and what controls you have over our use of it.

From time to time, we add or change functions, features or products to our Web Site or add or change Services. This, and our commitment to protecting the privacy of your personal information, may result in periodic changes to this Privacy Policy. As a result, please remember to refer back to this Privacy Policy regularly to review any amendments. We will also endeavour to e-mail you an updated copy if you have 'opted in' to receipt of e-mail communications from us.

Hebridean Whisky Trail is the Data Controller in relation to the personal information you provide. We can be contacted on the address given at the end of this policy.

## *WHAT DATA DO WE COLLECT AND WHY DO WE USE IT*

Hebridean Whisky Trail collects and processes information about you in order to:

Provide the products, services or information that you have requested, wish to buy or use.

You may be asked, either when you register with us, or at other times, for information about yourself; such as your name, e-mail address, postal address and telephone number.

In addition, when you order certain goods or services from our Web Site, you will be transferred to our third party provider of payment services, where details including your credit/payment card number and expiration date will be processed. They require this to verify and authorise your payment card and to process your order. These firms have strict obligations to keep your personal information private.

You are under no obligation to provide this information, but if you do not then we may not be able to provide you with certain services or personalise your experience and tailor our Services for you.

Our legal basis for processing some of your personal data is that it is necessary for a contract with you and for some it is the legitimate interest of responding to your request.

## *LOG FILES & IP ADDRESSES*

When you visit our Web Site, we automatically log your IP address (the unique address that identifies your computer on the internet) which is automatically recognised by our web server. We may use IP addresses to help us administer our Web Site and to collect broad demographic information for aggregate use. We do not link IP addresses to personally identifiable information.

## *NON PERSONAL INFORMATION*

We may automatically collect non-personal information about you such as the type of internet browser you use or the site from which you linked to our Web Site. You cannot be identified from this information and it is only used to assist us in providing an effective service on our Web Site.

## *COOKIES*

To make full use of the online shopping and personalised features on our website your computer, tablet or mobile phone needs to accept Cookies, as we can only provide you with certain personalised features of our Website by using Cookies.

We use cookies for the following reasons:

- (i) To identify who you are and to access your account information;
- (ii) To estimate our audience size and patterns;
- (iii) To ensure that you are not asked to register twice; ;
- (iv) To track navigation around our Web Site in order to improve its usability.

Cookies are small text files containing information sent by a web server to a web browser, and stored on your computer, tablet or mobile phone when you visit certain web pages. The information is then sent back to the server each time the browser requests a page from the server. This enables the web server to identify and track the web browser.

"Session cookies" keep track of you while you navigate our website, and will be deleted from your computer when you close your browser. "Persistent cookies" enable our website to recognise you when you visit, and they remain stored on your computer until deleted, or until they reach a specified expiry date. We use both "session" and "persistent" cookies on our Website. Find out more about cookies here: <https://www.aboutcookies.org/>

We use Google Analytics to analyse the use of our Website. Google Analytics generates statistical and other information about website use by means of cookies, which are stored on users' computers. The information generated is used to create reports about the use of our website. Find out more

here: <http://www.google.co.uk/intl/en/policies/privacy/>

Cookies do not store sensitive information (for example; your name, address or payment details); they simply hold the 'key' which, once you have logged in to a Website, is associated with this information.

However, if you prefer to restrict, block or delete Cookies from our website, or any other website, you can use your browser to do this. Each browser is different, so check the 'Help' menu of your particular browser (or your mobile phone's manual) to learn how to change your Cookie preferences. Most browsers allow you to reject all cookies, whilst some browsers allow you to reject just third party cookies. Blocking all cookies can have a negative impact upon the usability of many websites, including our website.

## THIRD PARTY COOKIES

When you visit hebrideanwhisky.com you may encounter some Cookies that are not related to our website or company. If you go on to a web page that contains embedded content, for example from YouTube, you may be sent Cookies from these websites. If you 'share' our website content with friends through social networks – such as Facebook and Twitter – you may be sent Cookies from these websites. As we have no control over these Cookies, we recommend you check the third-party websites for more information about their Cookies and how to manage them.

To learn more about the Cookies on your device set by other companies, and opt out of them if you wish, please see the Network Advertising Initiative website. Find out more here: <http://optout.networkadvertising.org/>  
Here is a list of the main Cookies used by hebrideanwhisky.com, and what they are used for:

### **Google Analytics**

Collects information about how visitors use our site in an anonymous form, including number of visitors to the site, where visitors have come to the site from and the pages they visited. We use the information to compile reports and to help us improve the site

Google Privacy Policy: <https://www.google.com/policies/privacy/>  
[You can choose to opt out of Google Analytics](#)

### **Facebook Cookies**

Features for sharing via Facebook.

Facebook Privacy Policy: [https://www.facebook.com/full\\_data\\_use\\_policy](https://www.facebook.com/full_data_use_policy)

### **YouTube Cookies**

Features for sharing videos via YouTube, and remembering what videos you've seen

Google Privacy policy (Youtube is a subsidiary of Google): <https://www.google.com/policies/privacy/>

### **Twitter Cookies**

Features for sharing via Twitter.

Twitter Privacy Policy: <https://twitter.com/en/privacy>

### **LinkedIn Cookies**

Features for sharing via LinkedIn

LinkedIn Privacy Policy: <https://www.linkedin.com/legal/privacy-policy>

## *WITH WHOM IS THIS INFORMATION SHARED*

Hebridean Whisky Trail will not share, sell or rent your personal information to third parties, other than in the case of sale of the company. However, we may disclose your personal information to third party suppliers who provide services on our behalf and if you have opted in and/or given consent for this. Third party suppliers include providers of email marketing services, accommodation booking services and customer relationship management services (for operational purposes).

We may disclose your personal information to regulatory authorities to comply with a law or legal request, to address security, fraud or technical matters or to protect ours and your rights or interests.

## *INFORMATION ABOUT PRODUCTS AND SERVICES*

It is very important to us that we provide you with the highest level of service. In order to help us do this, from time to time Hebridean Whisky Trail may send you details of our products and services that we think may be of interest to you. You may have previously 'opted in' to receiving information from us. If at any time you do not wish to receive further details or communication from us, please e-mail us at [info@hebrideanwhisky.com](mailto:info@hebrideanwhisky.com) or click on the unsubscribe link in any of our emails.

## *SECURITY*

Hebridean Whisky Trail places a great importance on the security of all information associated with our customers. We have appropriate security measures in place to protect against the loss, misuse and alteration of customer data under our control. For example, only authorised personnel have access to user information that is protected by strong passwords together with up-to-date firewalls and anti-virus software. While we cannot ensure or guarantee that loss, misuse or alteration of data will not occur, we use our best efforts to prevent this.

## *WHERE IS ANY INFORMATION STORED?*

Information that we collect is stored on a computer located in the United Kingdom. Information submitted by you may be transferred by us to our other offices and to reputable third party suppliers, which may be situated outside the European Economic Area. Not all countries outside the EEA have data protection or privacy laws. Destinations include the USA, where recipient organisations are registered with the EU-US Privacy Shield and Brazil, where there is a contract in place with the recipient organisation. This contract includes model contract clauses authorised by the European Commission.

## *COMMENTS / SUBJECT ACCESS REQUESTS*

Hebridean Whisky Trail tries to be as open as it can be in terms of giving people access to their personal information. Individuals can find out if we hold any personal information by making a 'subject access request' under the EU General Data Protection Regulation. If we do hold information about you we will:

- (i) Give you a description of it;
- (ii) Tell you why we are holding it;
- (iii) Tell you who it could be disclosed to; and
- (iv) Let you have a copy of the information in an intelligible form.

Please e-mail or write any questions, concerns or comments you have about our Privacy Policy to:

E-Mail: [info@hebrideanwhisky.com](mailto:info@hebrideanwhisky.com)

## *COMPLAINTS*

We are committed to ensuring that your personal data is processed lawfully, fairly and securely. If you have any questions or concerns about the way in which we process your data please contact us at the address above and we will attempt to resolve any issues you have. If you remain unsatisfied you can contact the Information Commissioner's Office at:-

Wycliffe House  
Water Lane  
Wilmslow  
Cheshire  
SK9 5AF

Tel: 0303 123 1113  
[www.ico.org.uk](http://www.ico.org.uk)