

## Privacy Policy

At Ambeloui Wine Cellar, we prioritise the personal data we obtain from you through our websites, [ambeloui.co.za](http://ambeloui.co.za) and [ambelouishop.co.za](http://ambelouishop.co.za), emails and in person at our physical shop. This Privacy Policy document contains types of information that is collected and recorded by Ambeloui Wine Cellar and how we use it.

If you have additional questions or require more information about our Privacy Policy, do not hesitate to contact us.

This Privacy Policy applies to our online activities, including and not limited to websites and email as well as our walk in customers to our shop. This policy is valid for visitors to our website and walk-in customers to our farm with regards to the information that they shared and/or collect in Ambeloui Wine Cellar. This Privacy Notice also applies to Ambeloui Wine Cellar's marketing content, including offers and advertisements for Ambeloui Wine Cellar products, which we (or a service provider acting on our behalf) send to you on third party websites, platforms and applications based on your site usage information. These third-party websites generally have their own Privacy Notice and Terms and Conditions. We encourage you to read them before using those websites.

### **Consent**

By using our website and/or supplying us with your personal information via email or in person, you hereby consent to our Privacy Policy and agree to its terms.

### **Information we collect**

Personal data means any information that can be used to identify directly or indirectly a specific individual. You are not required to provide Ambeloui Wine Cellar the personal data that we request, but if you choose not to do so, we may not be able to provide you with our products or services, or with a high quality of service or respond to any queries you may have.

We may collect personal data from a variety of sources.

This includes: **Personal data you give us directly**

Personal data means any information that can be used to identify directly or indirectly a specific individual. This definition includes personal data collected offline at our shop, direct marketing campaigns, competitions and online through our websites, applications and branded pages.

You may be asked to provide your personal data when you are in contact with us. Ambeloui Wine Cellar as a company may share this personal data with each other (employees) and use it in a manner consistent with this Privacy Notice. We may also combine it with other information to improve our products, services, content, and advertising.

### **Ways in which we collect your personal data**

We may collect personal data from a variety of sources. This includes:

- **Personal data you give us directly.**

We collect personal data in order to process a sale which will include your name, email address, telephone number and address. We also collect personal data you provide us when you sign up for a marketing newsletter.

- **Personal data we collect from other sources.**

We collect personal data from other sources including our trusted partnerships with third-parties and where we operate Ambeloui Wine Cellar accounts on third-party platforms: For example, when you use the “like” functionality on Facebook or the ‘follow’ on Instagram. Additionally, we receive information about you and other visitors’ interactions with our advertising to measure whether our advertising is relevant and successful.

### **How we use your information**

We use the information we collect in various ways, including:

- **Processing of sales**

- **Communicate with you**, either directly or through one of our partners, including for customer service, to provide you with updates and other information relating to the website, and for marketing and promotional purposes

- **Send you emails**

- **Find and prevent fraud**

### **How do we protect your personal data?**

Ambeloui Wine Cellar takes the security of your personal data very seriously. We take every effort to protect your personal data from misuse, interference, loss, unauthorised access, modification or disclosure.

Our measures include implementing appropriate access controls, investing in the latest Information Security Capabilities to protect the IT environments we leverage, and ensuring we encrypt, pseudonymise and anonymise personal data wherever possible. Access to your personal data is only permitted among our employees on a need-to-know basis and subject to strict contractual confidentiality obligations when processed by third-parties.

### **How long do we keep your personal data for?**

We will keep your personal data for as long as we need it for the purpose it is being processed for. For example, where you make a purchase online with us we will keep the data related to your purchase, and we will keep the personal data for a period which

enables us to handle or respond to any complaints, queries or concerns relating to the purchase.

We will actively review the personal data we hold and delete it securely, or in some cases anonymise it, when there is no longer a legal, business or consumer need for it to be retained.

### **Advertising Partners Privacy Policies**

Third-party ad servers or ad networks uses technologies like cookies, JavaScript, or Web Beacons that are used in their respective advertisements and links that appear on Ambeloui Wine Cellar, which are sent directly to users' browser. They automatically receive your IP address when this occurs. These technologies are used to measure the effectiveness of their advertising campaigns and/or to personalise the advertising content that you see on websites that you visit.

*Note that Ambeloui Wine Cellar has no access to or control over these cookies that are used by third-party advertisers.*

### **Third-Party Privacy Policies**

Ambeloui Wine Cellar's Privacy Policy does not apply to other advertisers or websites. Thus, we are advising you to consult the respective Privacy Policies of these third-party ad servers for more detailed information. It may include their practices and instructions about how to opt-out of certain options.

You can choose to disable cookies through your individual browser options. To know more detailed information about cookie management with specific web browsers, it can be found at the browsers' respective websites.

### **CCPA Privacy Rights (Do Not Sell My Personal Information)**

Under the CCPA, among other rights, Gauteng consumers have the right to:

- Request that a business that collects a consumer's personal data disclose the categories and specific pieces of personal data that a business has collected about consumers.
- Request that a business deletes any personal data about the consumer that a business has collected.
- Request that a business that sells a consumer's personal data, not sell the consumer's personal data.
- If you make a request, we have one month to respond to you. If you would like to exercise any of these rights, please contact us.

### **General Data Protection Regulation Data Protection Rights**

We would like to make sure you are fully aware of all of your data protection rights. Every user is entitled to the following:

- The right to access – You have the right to request copies of your personal data.

- The right to rectification – You have the right to request that we correct any information you believe is inaccurate. You also have the right to request that we complete the information you believe is incomplete.
- The right to erasure – You have the right to request that we erase your personal data, under certain conditions.
- The right to restrict processing – You have the right to request that we restrict the processing of your personal data, under certain conditions.
- The right to object to processing – You have the right to object to our processing of your personal data, under certain conditions.
- The right to data portability – You have the right to request that we transfer the data that we have collected to another organisation, or directly to you, under certain conditions.

If you make a request, we have one month to respond to you. If you would like to exercise any of these rights, please contact us.