

## 1. INTRODUCTION

We are **Paragraph Publishing** (trading as “**Whisky Live**”), a company registered in England and Wales under company number: 5292845. Our registered office is at: 6 Woolgate Court, Norwich, Norfolk, NR2 4AP. Our VAT number is: 706 7778 02.

This Privacy Notice explains how we collect, use, store, and share your personal data when you use our website and services. It is intended to comply with the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018. If you have any questions or concerns regarding this notice or our data practices, please contact us at [events@paragraph.co.uk](mailto:events@paragraph.co.uk) or call +44 (0) 1603 633 808.

## 2. DATA WE COLLECT AND HOW WE USE IT

We collect and process personal information in order to:

- **Fulfil Orders:** Process and deliver your orders, which may require your name, email address, delivery address, and payment details (including credit/debit card number, expiry date, card verification code, and billing address).
- **Communicate with You:** Provide updates on your order status and contact you if there is an urgent issue with your order (e.g. using your telephone number).
- **Marketing and Promotions:** If you subscribe to our mailing list, we will use your email address to inform you about our latest offers and events. You will only receive such communications if you have provided explicit consent.

## 3. LAWFUL BASIS FOR PROCESSING

We rely on the following lawful bases for processing your personal data:

- **Contractual Necessity:** Processing your data is necessary to fulfil the terms of the contract when you place an order.
- **Consent:** We will only use your data for marketing purposes where you have given explicit consent. You may withdraw your consent at any time by contacting us.
- **Legitimate Interests:** We process certain data (e.g. for fraud prevention and maintaining the security of our services) on the basis of our legitimate interests, ensuring that your rights are not overridden.

## 4. SHARING YOUR INFORMATION

Your personal data may be shared with:

- **Service Providers:** Third-party companies (such as payment processors, delivery services, and IT providers) who assist us in fulfilling your orders and operating our website. These parties are contractually obligated to safeguard your data and use it only for the purposes specified.
- **Legal Authorities:** If required by law or to prevent fraud and protect our legal rights, we may disclose your data to the appropriate authorities.  
We do not sell, rent, or otherwise share your personal data with third parties for their own marketing purposes.

## 5. DATA TRANSFERS

In the course of providing our services, your data may be transferred outside the European Economic Area (EEA). Where such transfers occur, we will ensure that appropriate safeguards are in place to protect your personal data in accordance with the UK GDPR.

## 6. DATA SECURITY

We implement robust technical and organisational measures designed to protect your personal data against accidental or unlawful destruction, loss, alteration, or unauthorised disclosure. However, please be aware that no data transmission over the internet can be guaranteed to be completely secure.

## 7. DATA RETENTION

We retain your personal data only for as long as necessary to fulfil the purposes for which it was collected and to comply with our legal obligations. Specific retention periods will depend on the nature of the data and the purposes for which it is used.

## 8. YOUR RIGHTS UNDER UK GDPR

You have the following rights in relation to your personal data:

- **Right of Access:** Request a copy of the personal data we hold about you.
- **Right to Rectification:** Request correction of any inaccurate or incomplete data.
- **Right to Erasure (Right to be Forgotten):** Request deletion of your personal data in certain circumstances.
- **Right to Restrict Processing:** Request that we limit the processing of your personal data.
- **Right to Data Portability:** Request a copy of your personal data in a structured, commonly used, and machine-readable format.
- **Right to Object:** Object to the processing of your personal data (including for direct marketing purposes).  
To exercise these rights, please contact us at [dataprotection@specialitydrinks.com](mailto:dataprotection@specialitydrinks.com). If you believe that we are not processing your data in accordance with the law, you have the right to lodge a complaint with the Information Commissioner's Office (ICO).

## 9. COOKIES AND SIMILAR TECHNOLOGIES

We use cookies and similar technologies on our site to enhance your experience and to collect data that helps us improve our website. Cookies are small text files placed on your device that store information about your use of our site. You can adjust your browser settings to refuse cookies; however, this may affect the functionality of our site.

## 10. CHANGES TO THIS PRIVACY NOTICE

We may update this Privacy Notice from time to time. Any changes will be posted on this page along with an updated "Last updated" date. We encourage you to review this notice periodically to stay informed about how we are protecting your personal data.

*By using our website and services, you acknowledge that you have read and understood this Privacy Notice and agree to our collection, storage, and processing of your personal data in accordance with its terms.*