

## Privacy Policy for Idiom.co.za

Effective Date: May 2020

At Idiom Wines, we are committed to protecting your privacy and ensuring that your personal information is handled in a safe and responsible manner. This privacy policy outlines how we collect, use, disclose, and protect your personal information when you visit our website, [www.idiom.co.za](http://www.idiom.co.za), or engage with us through other online services.

### 1. Information We Collect

We collect personal information that you provide directly to us and automatically through your use of our website. This may include:

- **Personal Data:** Your name, email address, phone number, postal address, or other identifying details when you fill out contact forms, sign up for newsletters, or make purchases.
- **Payment Information:** Payment card details, billing information, and transaction history when you make purchases through the website.
- **Usage Data:** Information about how you use the website, including IP address, browser type, device information, and page interactions.
- **Cookies:** Small data files placed on your device to collect standard internet log information and visitor behaviour data. You can manage cookie preferences through your browser settings.

### 2. How We Use Your Information

We may use the information collected for various purposes, including but not limited to:

- Providing and improving our services and products.
- Processing orders and handling payments.
- Sending you marketing communications, offers, and newsletters (with your consent).
- Responding to your inquiries, customer support requests, and feedback.
- Personalizing your experience on our website.
- Analysing website traffic and usage patterns to enhance user experience.
- Complying with legal and regulatory requirements.

### 3. Sharing Your Information

We do not sell, trade, or otherwise transfer your personal information to third parties, except in the following circumstances:

- **Service Providers:** We may share your information with third-party service providers who assist in website operations, payment processing, or delivering communications (e.g., email marketing services).
- **Legal Obligations:** We may disclose personal data if required by law, legal processes, or to protect our rights or the rights of others (such as fraud prevention).

### 4. Security of Your Information

We take reasonable security measures to protect your personal information from unauthorized access, alteration, or disclosure. However, no method of transmission

over the internet or electronic storage is completely secure, and we cannot guarantee absolute security.

## **5. Your Rights and Choices**

You have the following rights concerning your personal information:

- **Access and Correction:** You may request access to the personal information we hold about you and ask us to correct any inaccuracies.
- **Opt-Out:** You may opt-out of receiving marketing communications by following the instructions provided in those communications or by contacting us directly.
- **Data Deletion:** You may request the deletion of your personal data in certain circumstances, subject to legal requirements for retaining information.

## **6. Cookies and Tracking Technologies**

We use cookies and other tracking technologies to collect information and improve your browsing experience. You can control the use of cookies through your browser settings. However, disabling cookies may affect the functionality of the website.

## **7. Links to Third-Party Websites**

Our website may contain links to third-party websites that are not governed by this privacy policy. We are not responsible for the privacy practices of those websites, and we encourage you to review the privacy policies of third-party sites before providing personal information.

## **8. Changes to This Privacy Policy**

We may update this privacy policy from time to time to reflect changes in our practices or legal obligations. Any updates will be posted on this page, and we encourage you to review the policy periodically.

## **9. Contact Us**

If you have any questions about this privacy policy or how we handle your personal information, please contact us at:

### **Idiom Wines**

Email: [online@idiom.co.za](mailto:online@idiom.co.za)

Phone: 0218581088