



Website Policy

The information detailed on this website is for general information purposes only.

Lacons Brewery Limited has made all reasonable efforts to ensure that all information provided through the Lacons website and associated brands (Burroughs Wine and Spirits Merchant) published on the internet is accurate at the time of inclusion. However, there may be inadvertent and occasional errors, including typographical errors for which we apologise. Lacons Brewery Limited is in no way liable for any consequences resulting from incorrect or misleading information. Information may also be updated or changed at any time without notice. The information made available on this website by Lacons Brewery Limited does not form part of any contract.

Security

We are committed to ensuring that your information is secure. In order to prevent unauthorised access or disclosure, we have put in place suitable physical, electronic and managerial procedures to safeguard and secure the information we collect online.

Privacy Policy

Please read our Privacy Policy information carefully as it sets out how Lacons Brewery Limited and the brands in its group use your personal information. If you have any questions about this privacy notice or do not agree with it, please contact us by email: dataprotection@lacons.co.uk

We may change this privacy notice from time to time by updating this page. You should check this page from time to time to ensure you are happy with any changes.

What does this policy apply to?

This policy covers all information we hold about you, however we obtain it. We collect information at different points during our relationship with you for example, when you browse our website, when you place an order either online or by telephone, if you use and sign up for any of direct or online marketing mailings, when you complete customer feedback and if you enter competitions via the website or our Social Media channels.

What information do we collect and why?

We collect different information depending on what you view and how you interact with us. We need to tell you what we use your information for and the legal grounds we have to use it.



Information collected when you use Lacons Brewery Limited maintained social media, including our websites

Things you do	What information is collected	What is it used for	Our Legal Grounds for collecting information
Browse the website. (cookies)	Information about your computer, such as which browser you are using, your network location, the type of connection you are using (e.g. broadband, ADSL etc) and your IP address. This is done through cookies. See our Cookie Policy for more detail.	Improving content and functionality on our website.	Legitimate interests of Lacons Brewery Limited to improve its services. The level of information gathered is not intrusive as it is only used to determine if the website works well and to enable Lacons to improve its services.
Enter a competition	If you enter a competition with us we will collect your name, address and contact details.	Administration of the competition and to contact you if you have been successful.	Legitimate interests of Lacons Brewery Limited in running competitions and other promotions.
Sign up to a newsletter and/or marketing communication	If you request marketing communications we will as a minimum collect your full name and email address.	Sending direct marketing communications to you.	Consent. You have the right to withdraw your consent at any time. Where consent is the only legal basis for processing, we will cease to process data after consent is withdrawn.
Requesting supply information and brochures	If you request a brochure we will collect your full name, address and email details.	Sending a brochure to you and following this up with relevant communications regarding your interest in potentially purchasing from Lacons Brewery Limited	Legitimate Interest of Lacons Brewery Limited. You have the right to withdraw your consent at any time. Where consent is the only legal basis for processing, we will cease to process data after consent is withdrawn.

Information collected when you commit to placing an order or agree to marketing communications.

Things you do	What information is collected	What is it used for	Our Legal Grounds for collecting information
Creating an order	If you place an order, we need the following information as a minimum: your name; email address; postal address; telephone number and type; date of birth; types of product required; financial details for payment.	All of the information we request from you is needed in order to place your order. We cannot provide your products without it.	Performance of a Contract. To allow us to complete the performance of our contract with you we require you to provide the stated information. We may ask for further details.



Information collected at anytime

Things you do	What information is collected	What is it used for	Our Legal Grounds for collecting information
Contacting Lacons	If you call our Customer Services Team to make an enquiry before ordering products the following information is collected, as a minimum: name; address / Email address; and nature of the enquiry.	This information is used to resolve the enquiry or progress a complaint as appropriate. This will be recorded into the relevant recording systems. The information is also used in case there is a complaint or claim about the order. The information will also be used to enable us to learn and continually improve the quality of the service or products we provide. All call can be recorded and maybe kept for a period of 7 years and then deleted in accordance with our retention policy.	The legitimate Interests of Lacons Brewery Ltd to provide customer services and provide you with an appropriate response to your query. We may also use this information in order to exercise and defend our legal rights.

Third Party Data collected

Collection Points	What third party information used	What is it used for	Our Legal Grounds for collecting information
Other sources	Lifestyle data from companies like Experian.	We use this information to: cleanse the data we hold about you, for example to ensure that the address data we hold is correct.	The legitimate interests of Lacons Brewery Limited. This use is not detrimental to you as we only send relevant marketing materials to you, based on the information we know about you. Whether or not you receive the marketing information does not affect you placing an order with Lacons.

Building profiles and targeting communications

We use profiling and screening techniques to ensure that the communications and offers we send you are personalised, relevant and timely. We also do this so that we can communicate with you in the way that suits you best and to help ensure that you only receive communications and offers that are likely to be of interest to you.

As part of our profiling activities, we will take into account factors such as geographic, demographic and other information relating to you so that we can better understand your interests and preferences. To do this we may use additional information from third party sources when it is available. Such information is compiled using publicly available records.

Where Lacons Brewery Limited’s legal ground for processing is legitimate interests, you have a right to object to Lacons Brewery Limited use of this information. If you want to object, please contact us at dataprotection@lacons.co.uk



Links

Our website may contain links to let you to visit other websites of interest easily. Once you have used these links to leave our website, you should be aware that we do not have any control over that other website. As such we cannot be responsible for the protection and privacy of any information which you provide whilst visiting these websites, and they are not governed by this Privacy Policy. Lacons Brewery Limited is not responsible for any products and/or services featured on any third-party website. You should exercise caution and look at the Privacy Policy applicable to the website in question.

Notification of changes to these policies

If we decide to change our Web & Privacy Policies or Terms of Business, we will post these changes on this website so you know what information we collect and how we use it. If at any point we decide to use personally identifiable information in a manner different from that stated at the time it was collected, we will tell you. You will have a choice as to whether or not we use your information in this different manner.

Feedback

We want to make sure we're giving you the information about privacy and security that you want - let us know what you think. If you have any feedback, questions or concerns, please contact us.

We use the information submitted on this site to deliver products and services (i.e. brochures), communicate with you about services and promotional offers, update our records and generally maintain your details.

Cookies

Our sites uses a number of different cookies. Please read on for an explanation of the cookies that we use and why we use them.

What is a cookie?

A cookie is a small text file that may be placed on your device when you visit our sites. When you next visit our sites, the cookie allows us to distinguish you from other users.

These are:

Persistent cookies: Persistent cookies remain on your device until deleted manually or automatically.

Session cookies: Session cookies remain on your device until you close your browser when they are automatically deleted.

Essential cookies: Essential cookies are technical cookies that are required for the operation of our sites. Without essential cookies our sites can't operate properly and your on-line experience will be greatly diminished. Some or all of our website may not work at all. Essential cookies include, for example, cookies that enable you to save information in the processing stage when using this site.



Performance cookies: Performance cookies allow us to recognise and count the number of visitors to our sites and to see how visitors move around them. This is important information as it helps us to improve the way our sites work by enabling us to tailor our sites to the way visitors use them. The information we collect from performance cookies is gathered as a "group statistic" e.g. 10,000 people viewed the products page in April, rather than Mr Smith viewed the bottled beer page in April. In short, we cannot identify you from performance cookies.

Experience cookies: Experience cookies allow our sites to remember the choices you make. Our sites use experience cookies to provide you with enhanced and personalised features. For example, we use information collected through what are known as "web-analytic" cookies to compare the choices you make to those of our other customers so that we can learn from those choices and thus make the web experience more relevant in the future. Information collected by experience cookies cannot track your browsing activity when you leave our sites to browse other sites so we will not be able to ascertain what other sites you are looking at.

Marketing cookies: Marketing cookies record your visits to our sites, the pages you have visited and the links you have followed. We use this information to make our sites and the features and links displayed on them more relevant to visitor demand.

Your right to refuse cookies and what happens if you refuse them: You can refuse cookies by activating the relevant setting on your browser. However, if you do so you may not be able to access all or parts of our sites. Learn how to disable cookies [here](#). If you carry on using our sites and do not change your browser settings we will assume you consent to us using cookies as described above and listed below:

- | | | |
|-------------------------|--------------------|-----------------------|
| • CAN_Sid | • _ga | • PHPSESSID |
| • _CAN_Bid | • __stacxiommap | • __utma |
| • __utmb | • __utmz | • __utmt |
| • __utmz | • csrf_cookie_name | • wordpress_logged_in |
| • wordpress_test_cookie | • wp-settings-1 | • wp-settings-time-1 |

Our Contract with you

So that you are the first to hear about our exciting new offers or products, we may send you information by post and/or telephone (unless you have asked us not to do so). When you place your order, you have the option to opt out of our marketing communications.

If you have given us your consent to receive marketing communications by email, are a customer of ours, or you have previously asked us for information about our brands, we may also send you this information by email. However, in every marketing email message we send you, we will give you the opportunity to unsubscribe from our mailings altogether.

We also use your personal information to tailor the marketing communications we send to you. For example, we track your order history with us in terms of the products you choose in order to build a picture of the things you like and dislike. This enables us to provide you with a more personalised service and give you information about offers and products which are more likely to be of interest to you (this is defined as 'profiling' under the Data Protection regulations).

We do not give your personal information to external organisations.



If at any time you do not want your information used for direct marketing purposes or if you decide that you no longer wish to receive marketing communications from us, please contact our Data Protection department on 01493 850578. Alternatively, you can unsubscribe at any time by clicking on the link and following the instructions printed on all of our emails and mailings. Please note that if you have placed a forthcoming order we will still send you service related communications, even if you have unsubscribed from marketing communications, as this is important information you will require.

Who do we share this information with?

Our group. Your personal information may be shared with other brands within Lacons Brewery Limited because we operate centralised systems.

Legal requirements. In some circumstances, we may have to disclose your personal information by law, because a court or the police or other law enforcement agency has requested it using the appropriate channels.

Our suppliers and research partners. We may share your personal information with our suppliers, which covers companies from IT services, Brandowners and affiliated marketing and communications companies. They only use the information to provide their services to us and we only give them the information that they actually need. We always keep control of your data and our suppliers must act in accordance with our instructions. Some of our suppliers may be based in countries outside of Europe, which may have lower standards of protection for personal data than the UK. We require them to keep it securely, either as Lacons Brewery Limited would keep it, or in accordance with recognised industry standards.

We will only ever share your personal information with our carefully selected research partners and in a manner which does not personally identify you as an individual or which allows our research partner to identify you as an individual. We do this with social media partners, such as Facebook, Instagram, YouTube and Twitter to participate in their Custom Audience and/or Lookalike Audience programs so that you can receive targeted ads from us when you use the social media site, and so that other users of the site who share similar interests to you can also receive targeted ads from us. We may provide your email address for this purpose.

The following are companies who we share limited but necessary information with. For technical, customer support and marketing purposes: Candi, Facebook, Twitter, MailChimp, Google, Ocean Road Media, Dessol.com, Worldpay, Hootsuite and Tame.it;

If you want to know more about how we keep your data secure contact us using dataprotection@lacons.co.uk

How long do we keep your information?

We only hold your personal information for as long as is necessary to provide services to you unless there is a requirement to hold that information for a longer period – for example our insurers require us to hold certain information for certain periods of time, or we may have been subject to a statutory obligation to keep hold of your information.

If there is a possibility that you may have a legal claim against us, for example if you have made a complaint about products supplied, then we will hold your information for the duration of any statutory limitation period associated with such legal claims.



Security

We are committed to ensuring that your information is secure. In order to prevent unauthorised access or disclosure we have put in place suitable physical, electronic and managerial procedures to safeguard and secure the information we collect, including locked cabinets, data encryption and electronic password protection.

If at any point you suspect or become aware of a security incident (i.e. you receive suspicious communication from someone holding themselves out to be a Lacons Brewery employee or from a dupe website claiming to be affiliated with Lacons), please forward the communication to us or report the incident by email to dataprotection@lacons.co.uk or in writing to Lacons, Data Protection Department, 3 Cooke Road, Lowestoft, Suffolk, NR33 7NA as soon as possible. If you have been the victim of a fraudulent transaction please always contact the police and/or your bank in the first instance to ensure your own finances are secure.

How to get copies of your information

To request details of the personal information that we hold about you, please complete our suggested Subject Access Request Form which can be requested by email and send to us completed to Lacons, Data Protection Department, 3 Cooke Road, Lowestoft, Suffolk, NR33 7NA or email us at dataprotection@lacons.co.uk

Amending your information

If your details change, or if you think any information we have about you is wrong or incomplete, please correct it in your account on our website, or email us on dataprotection@lacons.co.uk or call our Customer Services Team on 01493 850578. We will correct or update any information as soon as we can.

Complaints to the regulator

If you do not think that we have processed your data in accordance with this notice, please contact us by email at dataprotection@lacons.co.uk

If you are not satisfied with our response, you can refer the matter to the Information Commissioner's Office. Information about how to do this is available on their website at www.ico.org.uk

Policy prepared by: Simon Baldry
Approved by Board / Management on: 25/05/2018
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Next review date: 25/05/2021