

Privacy Policy

Last updated: April 8, 2026

UK Vineyard Guide Ltd (Company No. 16832285), registered at 71-75 Shelton Street, Covent Garden, London, United Kingdom, WC2H 9JQ (“we”, “us”, “our”), is committed to protecting your personal data.

This Privacy Policy explains how we collect, use and safeguard your personal data when you use our landing page and mobile application (the “Platform”).

No. 01

Who We Are

UK Vineyard Guide Ltd is the data controller responsible for your personal data under UK data protection laws, including the UK General Data Regulation (UK GDPR) and the Data (Use and Access) Act.

If you have any questions about this Privacy Policy, please contact us at:

hello@ukvineyardguide.co.uk

No. 02

What Personal Data We Collect

We may collect and process the following categories of personal data:

- **Identity & Contact Data:** Name, email address, phone number (if provided), and billing details.
- **Account Data:** Login credentials, saved itineraries, preferences, and subscription status.
- **Transaction Data:** Details of payments made for subscriptions or services. Payment processing is handled securely by Stripe. We do not store full payment card details.
- **Marketing Data:** Preferences relating to receiving newsletters, updates, and promotional communications via Klaviyo and Mailchimp. This data is processed to enable you to engage in bookings and for us to deliver relevant content.
- **Technical & Location Data:** IP address, device type, browser type, and usage analytics. We also collect location data (such as your approximate location or 'Recent Login' territory) to provide the interactive map features and localized vineyard information. You can manage location permissions in your device settings.

- **Notification Data:** We collect device identifiers and notification tokens to deliver push notifications regarding vineyard updates, events, and promotions if enabled on your device.
- **Business Partner Data:** Contact and billing information for vineyard subscribers and commercial partners plus information relevant to visitors to their business.
- **Children's Data:** The Platform is not intended for individuals under the age of 18. We do not knowingly collect personal data from children. If we become aware that we have inadvertently collected data from a minor, we will take steps to delete it immediately.

We do not intentionally collect sensitive personal data (e.g., health or ethnicity).

No. 03

How We Collect Your Data

We collect personal data about you by you providing the data directly to us:

- When you create an account
- When you subscribe to newsletters
- When you purchase a vineyard subscription
- When you enter competitions
- When you contact us

Automatically via the App: We collect technical data via the App to ensure security and performance. We may also collect data relating to businesses/vineyards from publicly available sources (websites, industry sites, Companies House) or receive data from third parties including analytics providers (Google), advertising networks (Meta), and search information providers.

No. 04

How We Use Your Data

We use your personal data to:

- Operate and maintain the Platform.
- Process subscription payments via Stripe.
- Manage vineyard listings and subscriptions.
- Send newsletters and marketing communications (where consent is given).
- Deliver push notifications (if enabled on your device).
- Analyse usage and improve the Platform.
- Administer competitions and promotions.
- Comply with legal and regulatory obligations.

Lawful bases for processing: Performance of a contract, Consent, Legitimate interests, and Compliance with legal obligations.

No. 05

Marketing Communications

We may send marketing communications via email using Klaviyo or Mailchimp. You can unsubscribe at any time by:

1. Clicking the 'unsubscribe' link in any email.
2. Contact us at hello@ukvineyardguide.co.uk (actioned within 5 working days).

Opting-out of marketing does not apply to personal data provided as a result of transactions. Push notifications can be managed via your device settings.

No. 06

Affiliate & Commercial Disclosure

Some links on our Platform are affiliate links. If you make a booking or purchase through these links, we may receive a commission. This does not increase the price you pay. Sponsored content will be clearly identified.

No. 07

Data Sharing

We may share your data with:

- Stripe (payment processing)
- Klaviyo and Mailchimp (email communications)
- Google Analytics (analytics services)
- GoDaddy (hosting services)
- Professional advisers (legal, accounting)
- Regulatory authorities where required
- Service providers who supply IT and system administration services.

We require all third parties to respect the security of your data. **We do not sell personal data.**

No. 08

International Transfers

Some service providers may process data outside the UK. Where data is transferred internationally, we ensure appropriate safeguards are in place in accordance with UK GDPR.

No. 09

Data Security

We implement technical and organisational measures to protect data from unauthorised access. Access is limited to those with a business need. We have procedures to deal with suspected data breaches and will notify you and regulators as legally required.

No. 10

Third Party Links

The Platform may include links to third-party websites, plug-ins, and applications. Clicking on these links may allow third parties to collect or share data about you. We do not control these websites and are not responsible for their privacy statements.

No. 11

Automated Processing & Profiling

We may use your preferences and usage data to provide personalized recommendations (e.g., suggesting vineyards based on your saved itineraries). This does not have a legal or significantly similar effect on you, and you have the right to request human intervention or object to this profiling by contacting us.

No. 12

Data Retention

We retain personal data only for as long as necessary to fulfil the purposes for which it was collected:

- **Account data:** Retained while your account remains active.
 - **Transaction data:** Retained for six years in accordance with UK tax law.
 - **Marketing data:** Retained until you unsubscribe or withdraw consent.
 - **Analytics data:** Retained in anonymised form in line with Google Analytics retention settings.
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No. 13

Your Rights & Account Deletion

Under UK data protection law, you have the right to: Access your data, correct inaccurate data, Request deletion (Right to be Forgotten), Restrict or object to processing, Data portability, and Withdraw consent.

Account Deletion: You can delete your account and all associated personal data directly within the App by navigating to **Profile > Privacy & Security > Delete Account**. Alternatively, email your request to hello@ukvineyardguide.co.uk. We will process your request and remove your data within 30 days, except where we are legally required to retain specific information (e.g., for tax or regulatory purposes).

You may lodge a complaint with the Information Commissioner's Office (ICO) at www.ico.org.uk.

No. 14

App Tracking & Identifiers

The App does not use cookies. It uses minimal technical SDKs (Software Development Kits) from our providers (Stripe and Klaviyo) solely to facilitate payments and email delivery. You can manage App permissions (such as Location) at any time through your mobile device settings.