

DIRECT CELLARS COOKIE POLICY

Introduction

This cookie policy applies to all of the websites operated by Direct Cellars ("Websites"). By accessing any of our Websites, you agree that this Cookie Policy will apply whenever you access the Websites on any device.

Any changes to this Cookie Policy will be posted here and we reserve the right to vary this policy from time to time and your continued use of our Websites after any such change has been posted will constitute your agreement to any such changes. We strongly suggest that you revisit our Cookie Policy each time that you access one of our websites in order to ensure that you are informed of the current Cookie Policy.

Our Use of Cookies

We use cookies on our Websites. A cookie is a small file of letters and numbers that is placed on your computer's hard drive when you visit certain websites. We may use cookies to tell us whether you have visited a site before or if you are a new visitor and to help us identify those site features in which you may be interested. Cookies may enhance your online experience by saving your preferences whilst you are visiting a site. For more information on cookies please see www.whatarecookies.com.

Most of the cookies we use are 'personalisation cookies' which are used to recognise repeat visitors to the Websites and 'analytics cookies' which monitor how visitors use our Websites and give us a better understanding of what content visitors are spending most time reading. The types of cookies used on our Websites are as follows:

Cookie Type	Details
Strictly Necessary	These cookies are essential to enable you to receive a service on a website, for example to operate an online shopping basket or to comply with the law (e.g. to keep your information safe).
Analytics / Performance	These cookies are used to help us to improve our websites over time by giving us insights into how the various sections of the websites are used and how users interact with the websites. The information collected is anonymous and statistical.
Authentication / Functionality	These cookies are used to identify unique visitors to websites. If you log in to a website these cookies allow us to remember who you are and your preferences so that we can provide you with access to pages personal to you, for example your account. These cookies are also used to enable enhanced, more personal features and to provide services you have asked for. Information collected by these cookies may or may not be anonymised.
Targeting	These cookies collect information about your browsing habits to make advertising relevant to you and your interests. These cookies collect the most information about users.

All information collected through the use of cookies is encrypted and we do not use cookies to collect information such as credit card numbers.

You can set your cookie preferences using your browser. Most browsers will tell you how to stop accepting new cookies, how to be notified when you receive a new cookie, and how to disable existing cookies. Please note, however, that without cookies you may not be able to take full advantage of all of our Websites' features. For example, we use a cookie to remember your cookie preferences and so if you delete all of your cookies you will have to update your preferences with us again and if you use a different device, computer profile or browser you will have to tell us your preferences again.

If you provide us with inconsistent preferences (for example by indicating on one occasion that you consent to our used of cookies and on another by declining cookies) we will try to update your preferences in a timely and accurate manner.

Web Beacons and IP Addresses

Certain pages on our Websites may contain 'web beacons' (also known as Internet tags, pixel tags or clear GIFs) which allow third parties to obtain information such as the IP address of the computer that downloaded the page on which the web beacon appears, the time the page containing the beacon was viewed, the type of browser used to view the page and the information contained in cookies set by the third party.

An IP address is a unique identifier that certain electronic devices use to identify and communicate with each other over the Internet. When you visit our Websites we may view the IP address of the device you use to connect to the Internet. We use this information to determine the general physical location of the device and understand from which geographic locations our visitors come from. We may also use this information to enhance our Websites.

Complaints

If you believe that we have not complied with this Cookie Policy or if you have any questions about our cookies policy or practices in general you may contact us at MemberServices@DirectCellars.com.