

Privacy & Cookie Policy, as of 1 February 2020

This privacy policy sets out how The Rum Barrel uses and protects any information that you give when using this website or contacting us on social media. The Rum Barrel is committed to ensuring that your privacy is protected. Should we ask you to provide certain information by which you can be identified using this website or our social media, you can be assured that it will only be used in accordance with this privacy statement. The Rum Barrel may change this policy from time to time by updating this page. You should check this page from time to time to ensure that you are happy with any changes.

Data input: What we collect when you visit our website

You can visit our website without providing any personal data, exception of ensuring legal drinking age. We only record data in so-called server log-files, such as the name of the file accessed, the date and time of access. the data volume transferred and the requesting provider. This data will only be used to ensure proper functioning of the page and to improve our service, but cannot be traced back to you.

Data collection and use: What we do with the information we gather

We collect personal data when it is freely provided by you within the context of making contact with us. (e.g. via e-mail or subscription to our newsletter) The specific data gathered is that provided on the various information forms. We use the data provided by you for administration purposes and to process your queries.

If you subscribe to our newsletter we use the data required for this purpose or that which is separately provided by you in order to forward our newsletter to you. You may unsubscribe from the newsletter at any time via a link provided for this purpose within the newsletter or via the contact facility set out below.

Data: Disclosure and Security

Once we have received your personal data, we will use strict procedures and security features to prevent unauthorized access to it.

We keep your personal data for no longer than necessary for the purposes for which the personal data is processed. The length of time we retain personal data for depends on the purposes for which we collect and use it and/or as required to comply with applicable laws and to establish, exercise or defend our legal rights.

We do not sell your personal data to others and we never share your data unless obliged by applicable laws.

Data: How we use cookies

On many pages we use cookies in order to enhance the attractiveness of our website and to enable the proper utilization of certain functions. This incorporates the use of small text files which are stored on your device, that save specific settings and data regarding the exchange between your browser and our system. Some of the cookies used by us will be deleted at the end of your browser

session, i.e. once your browser has been closed (so-called session cookies). Other cookies remain on your device and enable us to recognize your browser on your next visit (persistent cookies).

Cookies do not contain any personal data and therefore cannot be assigned to any user. Based on the cookie-technology we only received anonymized information, e.g. about the website that led you to our shop, which pages have been viewed on our website etc. Please note that some cookies are already placed as soon as you enter our website.

You may configure your browser such that you are informed when any cookies are placed and decide in individual cases whether or not you wish to accept them, or you may reject cookies for specific cases or in general. Should you reject any cookies the functionality of our website may be compromised.

Below we present information on cookies we use and how you can customize your browser in that respect.

1. Necessary cookies: These cookies are necessary to enable you to use our website. This includes e.g. cookies that enable you to log into the customer area or add items to your shopping cart.
2. Analytical / performance cookies: These cookies enable collecting anonymized data about user behavior on our website. We analyze them e.g. to improve the functionality of our website and recommend you products that will be interesting to you.
3. Functionality cookies: These cookies are used for certain features of our website, e.g. to improve the website's navigation, or deliver to you customized and relevant information.
4. Targeting cookies: We DO NOT place these cookies.
5. Third-party cookies: We DO NOT place these cookies.

How can I change cookie settings in my browser? Every browser has a different policy for managing the cookie settings. The browser's policy is described in the Help menu of every browser and explains how you can change your cookie settings.

Data: Use of Google Analytics for web analysis purposes

This website uses Google (Universal) Analytics, a web analysis service provided by Google Inc. (www.google.com). Google (Universal) Analytics uses methods which enable an analysis of your use of the website, through cookies for example, text files stored on your computer. The information created about your use of this website is generally transferred to a Google server in the US and saved there. Activating the IP anonymization on this website will cause the IP address to be shortened before transfer within the member states of the European Union or in other contract states of the agreement about European Economic Area. Only in exceptional cases will the full IP address be transferred to a Google server in the US and shortened there. The anonymous IP address transferred from your browser to Google Analytics will not be joined with other data logged by Google.

Data: Links to other websites

Our website may contain links to other websites of interest. However, once you have used these links to leave our site, you should note that we do not have any control over that other website. Therefore, we cannot be responsible for the protection and privacy of any information which you provide whilst visiting such sites and such sites are not governed by this privacy statement. You should exercise caution and look at the privacy statement applicable to the website in question.

Data: Controlling your personal information

You are entitled to access your personal information stored by us at no charge, including the right to correct, block or delete such data. Please use the contact facility set out below should you have any queries concerning the collection, processing or exploitation of your personal data, or should you wish to access, correct, block or delete any data, or should you wish to withdraw any approval provided for or object any use of such data.