

Customer Data and Privacy Policy

At *The Sommelier Tours*, we are committed to protecting your privacy and ensuring the security of your personal information. This Customer Data & Privacy Policy outlines how we collect, use, disclose, and protect your data when you interact with our *Services* (as outlined on our *Terms and Conditions*), including our website, booking platform, social media, and any other interactions you may have with us.

1. Collection of Personal Information

We may collect personal information from you when you:

- Make a booking for one of our wine tourism experiences
- Sign up for our newsletter or marketing communications
- Contact us via email, phone, social media or through our website
- Participate in surveys or provide feedback

The types of personal information we may collect include but are not limited to:

- Name
- Passport details
- Contact information (email address, phone number, postal address)
- Payment information
- Booking preferences
- Feedback and survey responses

2. Use of Personal Information

We may use your personal information for the following purposes:

- To process and confirm your bookings and reservations
- To ensure that the customer is legally fit to travel
- To communicate with you regarding your bookings, inquiries, and requests
- To send you marketing communications and newsletters, where you have provided consent
- To improve our services, products, and customer experiences
- To conduct research and analysis to better understand our customers' needs and preferences
- To comply with legal obligations and regulations

3. Disclosure of Personal Information

We may share your personal information with third parties in the following circumstances:

- With service providers and partners who assist us in providing our services, such as payment processors, IT service providers, wineries, airlines, hotels, tour operators and more. These third parties are contractually obligated to keep your information confidential and secure.
- When required by law or to protect our rights, property, or safety, or that of our customers or others.

We will not sell, rent, or lease your personal information to third parties for their marketing purposes without your explicit consent.

4. Security of Personal Information

We take the security of your personal information seriously and implement appropriate technical and organizational measures to protect it against unauthorized access, disclosure, alteration, or destruction.

5. Your Rights

You have the following rights regarding your personal information:

- The right to access and review the personal information we hold about you.
- The right to request correction of any inaccuracies in your personal information.
- The right to request the deletion of your personal information, subject to any legal obligations we may have to retain certain information.
- The right to withdraw your consent for the processing of your personal information where consent is the legal basis for processing.

6. Changes to this Policy

We may update this Customer Data & Privacy Policy from time to time to reflect changes in our practices or legal requirements. We encourage you to review this policy periodically for any updates.

7. Contact Us

If you have any questions, concerns, or requests regarding this Customer Data & Privacy Policy or the processing of your personal information, please contact us at info@thesommeliertours.com or on any of our social media sites.

By using our services or providing us with your personal information, you consent to the collection, use, and disclosure of your information as described in this policy.