

# Privacy Policy

**Last updated:** 11 March 2026

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## 1. Introduction

This Privacy Policy explains how **The Bishops Cave Ltd trading as The Bishop's Cave** ("we", "us", "our") collects, uses and protects your personal data when you interact with us.

We are committed to protecting your personal data and handling it responsibly in accordance with:

- UK General Data Protection Regulation (UK GDPR)
- Data Protection Act 2018

This policy applies when you:

- Visit our website
  - Make a reservation
  - Purchase wine or other goods from us
  - Join our mailing list or wine club
  - Contact us directly
  - Engage with us as a trade or wholesale customer
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## 2. Who We Are

**The Bishops Cave Ltd**

Trading as **The Bishop's Cave**

- Registered address: 19 Holywell Hill, St Albans, AL1 1EZ
- Email: [info@thebishopscave.co.uk](mailto:info@thebishopscave.co.uk)
- Telephone: 01727 861546

We are the **data controller** responsible for your personal data.

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## 3. Personal Data We Collect

We may collect the following information depending on how you interact with us.

## **Information You Provide**

- Name
- Email address
- Telephone number
- Billing and delivery address
- Reservation details
- Order and purchase history
- Payment information (processed securely via third-party payment providers)

## **Reservation Information**

When you book a table or tasting event, we may collect:

- Name
- Contact details
- Reservation date and time
- Party size
- Special requests (for example, dietary requirements or accessibility needs)

This information is used solely to manage bookings and provide hospitality services.

## **Trade and Wholesale Customer Data**

For trade accounts, we may collect:

- Business name
- Contact person
- Business address
- Email address and telephone number
- Order history
- Payment details

This information is required to manage our business relationship.

## **Website Usage Information**

When you visit our website, we may automatically collect:

- IP address
- Browser type
- Device type
- Pages visited
- Time spent on pages
- Cookies and analytics data

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## 4. How We Use Your Data

We use your personal data to:

- Process orders and payments
- Manage table reservations and events
- Deliver products and services
- Communicate with you about bookings or orders
- Manage trade accounts
- Improve our website and services
- Maintain security and prevent fraud
- Comply with legal obligations
- Send marketing communications where you have opted in

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## 5. Marketing Communications

If you sign up to our mailing list, newsletter or wine club, we may send you:

- Wine recommendations
- Event invitations
- Promotions and special offers
- News about tastings or new wines

You can unsubscribe at any time by:

- Clicking the **unsubscribe link** in our emails
- Contacting us directly

We will never sell your personal data to third parties for marketing purposes.

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## 6. Age Verification

As a business that sells alcohol, we may take reasonable steps to ensure customers purchasing alcohol are **18 years or older**, in accordance with UK law.

This may include requesting confirmation of age at the point of purchase or delivery.

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## 7. Legal Basis for Processing

Under the UK General Data Protection Regulation, we rely on the following legal bases:

### Contract

To fulfil purchases, reservations and services you request.

### Legal Obligation

To comply with tax, licensing and regulatory requirements.

### Legitimate Interests

To operate and improve our business and customer experience.

### Consent

For marketing communications and optional services.

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## 8. Sharing Your Data

We may share your personal data with trusted third parties where necessary, including:

- Payment processors
- Delivery and logistics providers
- Reservation or booking platforms
- IT service providers
- Accountants and legal advisers
- Regulatory authorities where legally required

All third parties are required to protect your personal data appropriately.

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## 9. Data Retention

We only retain personal data for as long as necessary for the purposes for which it was collected.

Data Type	Retention Period
Customer orders	6 years (tax compliance)
Reservation data	Up to 12 months

Marketing mailing lists	Until consent is withdrawn
Trade customer records	Duration of relationship + 6 years

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## 10. Cookies

Our website may use cookies to:

- Enable website functionality
- Analyse website traffic
- Improve user experience
- Remember user preferences

You can control cookies through your browser settings.

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## 11. Data Security

We implement appropriate technical and organisational measures to protect personal data against:

- Loss
- Misuse
- Unauthorised access
- Alteration or disclosure

However, no method of internet transmission is completely secure.

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## 12. Your Rights

Under the UK General Data Protection Regulation, you have the right to:

- Access your personal data
- Correct inaccurate information
- Request deletion of your data
- Restrict processing
- Object to processing
- Request data portability

To exercise your rights, please contact us at **info@thebishopscave.co.uk**.

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## 13. Complaints

If you are unhappy with how we handle your personal data, please contact us first so we can resolve the issue.

You also have the right to complain to the **Information Commissioner's Office (ICO)**:

Website: <https://ico.org.uk>

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## 14. Changes to This Policy

We may update this Privacy Policy from time to time.

The most recent version will always be available on our website.

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# Additional Policy Information

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## 1. Cookie Policy

**Last updated:** 11 March 2026

This Cookie Policy explains how **The Bishops Cave Ltd trading as The Bishop's Cave** uses cookies and similar technologies on our website.

This policy should be read alongside our Privacy Policy and complies with:

- UK General Data Protection Regulation
- Privacy and Electronic Communications Regulations (PECR)

### What Are Cookies?

Cookies are small text files placed on your device when you visit a website. They allow websites to recognise your device and remember certain information about your preferences or actions.

### Types of Cookies We Use

#### Essential Cookies

These cookies are necessary for the website to function properly, including:

- Security cookies
- Session cookies
- Reservation system cookies

Without these cookies, some parts of the website may not function correctly.

### **Analytics Cookies**

We may use analytics tools to understand how visitors use our website, such as:

- Website traffic levels
- Popular pages
- Visitor behaviour

Typical providers may include Google Analytics or website hosting analytics tools.

### **Marketing Cookies**

Where used, marketing cookies help deliver relevant advertising and measure marketing effectiveness.

These cookies are used **only with your consent**.

### **Managing Cookies**

You can manage or disable cookies through your browser settings. Please note that disabling cookies may affect website functionality.

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## **2. Reservation Terms & Cancellation Policy**

These terms apply to reservations made with **The Bishop's Cave**.

### **Making a Reservation**

Reservations may be made:

- Online via our website
- Through third-party booking platforms
- By telephone or email

When making a reservation, we may collect:

- Name
- Contact information
- Reservation time and party size

## Late Arrival

Tables are normally held for **15 minutes** after the scheduled reservation time. If you are running late, please contact us as soon as possible.

## Cancellations

If you need to cancel your reservation, please notify us as soon as possible. For larger bookings or events, advance notice may be required.

Where deposits are taken, cancellation terms will be provided at the time of booking.

## Group Bookings

For larger groups, we may require:

- A deposit
- A pre-order for food or wine
- Minimum spend requirements

Details will be confirmed at the time of booking.

## No-Shows

Repeated failure to attend without cancellation may result in refusal of future bookings.

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# 3. Mailing List & Wine Club Consent Statement

## Example Consent Text

### Join our mailing list

Sign up to receive updates from **The Bishop's Cave**, including:

- Wine recommendations
- Event invitations and tastings
- New arrivals and special offers

You can unsubscribe at any time using the link in our emails. For more information, please see our Privacy Policy.