

Privacy policy

Privacy Policy for CellarCoin

Last Updated: August 2023

Introduction

Thank you for choosing to be a part of the CellarCoin community, where the world of fine wines is revolutionized through digital assets. Your privacy is critically important to us. This Privacy Policy is designed to comply with the General Data Protection Regulation (GDPR) and other data protection laws applicable to our services. It outlines how we collect, use, disclose, and safeguard your personal information when you visit our website, use our services, or interact with us in any manner. Please read this Privacy Policy carefully and ensure that you fully understand it.

Information We Collect

Personal Identification Information (PII)

When you access and use our platform, we may collect various types of personal information, including:

Name

Email Address

Shipping Address

Phone Number

Payment Information

This PII is crucial for facilitating the purchase, sale, and redemption of NFTs, as well as the shipping of redeemed physical goods like wine bottles.

Non-Personal Identification Information

We may also collect non-personal information such as:

Browser Types and Versions

Internet Service Providers

IP Addresses

Device Information

This is generally used for analytics, system administration, and optimization of user experiences.

Lawful Bases for Processing

We will process your data only if we have a lawful basis for doing so, which will generally be one of the following:

Consent: You have given us explicit consent for processing your data.

Contractual Obligations: The processing is necessary to fulfill contractual obligations with you.

Legal Compliance: The processing is necessary for compliance with legal obligations.

How We Use Information

The information collected is used for:

NFT Transactions: To enable, facilitate, and document transactions involving NFTs.

Account Management: To maintain accurate user accounts, including updates and verifications.

Customer Support: To provide active support through channels like emails and chat systems.

Compliance and Fraud Prevention: To adhere to legal requirements and protect both you and us from fraudulent activities.

Analytics and Improvements: To analyze user behaviors and feedback for improving our services and features.

Direct Marketing: To send you relevant promotional materials, which you can opt out of at any time.

Data Sharing and Third Parties

Your personal information will never be sold, traded, or transferred to third parties without your express consent. We work with GDPR-compliant third-party service providers for payment processing, shipping, and analytics, who are contractually obligated to adhere to the same level of data protection.

Data Security and Retention

We employ several layers of security measures, including Secure Socket Layer (SSL) encryption technology, firewalls, and routine internal audits to safeguard your data. We will retain your data for as long as your account is active or as needed to provide services, plus any additional periods as required by law.

Cookies and Tracking Technologies

We deploy cookies and similar tracking technologies to facilitate user navigation, retain user preferences, and for security measures. You have the option to refuse cookies through your browser settings, though this may affect the functionality of the site.

User Rights

Under GDPR, you have:

The right to be informed

The right of access

The right to rectification

The right to erasure

The right to restrict processing

The right to data portability

The right to object

Rights in relation to automated decision-making and profiling

To exercise these rights, please contact us at info@cellarcoin.net

Changes to This Policy

We reserve the right to make changes to this Privacy Policy. We recommend reviewing this policy periodically to stay updated on any modifications.

Contact Us

For more information or if you have questions about this Privacy Policy, please contact us at info@cellarcoin.net

By using CellarCoin's website and services, you are consenting to the terms of this Privacy Policy, as updated from time to time. This policy is governed by the laws of the jurisdiction where CellarCoin operates.