

# Privacy Policy

**Effective Date: December 17, 2024**

## 1. Introduction

Welcome to Liquor Librarian ("we," "us," or "our"), accessible at <https://www.liquorlibrarian.com>. This Privacy Policy explains how we collect, use, and protect your personal information when you visit or interact with our Website.

We are committed to safeguarding your privacy in compliance with applicable laws, including the General Data Protection Regulation (GDPR) and North American privacy standards.

By accessing or using the Website, you confirm that you are at least 21 years old. If you are under 21, please do not use this Website.

## 2. Age Restriction

Our Website is intended only for individuals 21 years of age or older. If we become aware that we have collected personal information from anyone under 21, we will delete it immediately.

If you believe someone under 21 has accessed the Website or shared personal information, please contact us via the chat feature on the Website.

## 3. Data We Collect

### Automatically Collected Data

When you visit the Website, we may automatically collect the following:

- IP Address
- Browser Type and Version
- Device Information
- Usage Data: Pages visited, duration of visits, and clicks.
- Location Data (non-precise, derived from IP address).

### Voluntarily Provided Data

If you interact with us via the Website chat, you may provide:

- Your Name and any information you voluntarily submit through the chat.

## **4. How We Use Your Data**

We process the data we collect for the following purposes:

1. To analyze Website traffic and performance.
2. To improve user experience and content.
3. To respond to inquiries submitted via the chat.
4. To monitor and ensure Website security.
5. To comply with applicable legal obligations.

## **5. Legal Basis for Processing Data**

We process personal data under the following legal bases:

- Your Consent: When you interact via cookies or voluntarily provide information.
- Legitimate Interests: To analyze traffic, improve the Website, and ensure security.
- Legal Obligation: To comply with laws and regulations.

## **6. Data Sharing**

We do not sell or share your personal data with third parties for marketing purposes. However, we may:

- Share aggregated, non-personal data (e.g., traffic statistics) for analytics and reporting. This data cannot identify individual users.
- Share data with Wix (our Website host) for hosting, analytics, and security purposes.

For more details on how Wix processes data, visit the [Wix Privacy Hub](#).

## **7. Cookies and Tracking Technologies**

We use cookies and similar technologies to:

- Analyze Website traffic and performance.
- Enhance functionality and improve your experience.

You can manage or disable cookies through your browser settings. Note that disabling cookies may affect the Website's functionality.

## **8. International Data Transfers**

As our Website is hosted on Wix, your data may be transferred and stored on servers outside the European Economic Area (EEA), including in the United States. Wix implements safeguards, such as Standard Contractual Clauses (SCCs), to ensure GDPR compliance.

## **9. Data Retention**

We retain your personal data only as long as necessary for the purposes described in this Privacy Policy. Automatically collected data (e.g., analytics) is anonymized or deleted after a reasonable period.

## **10. Your Rights**

You have the right to:

- Access or request deletion of the personal information you've voluntarily provided.
- Manage or disable cookies via your browser.

To exercise these rights or raise any concerns, please contact us directly using the chat feature on the Website.

## **11. Data Security**

We rely on Wix's robust security infrastructure, including encryption, firewalls, and access controls, to protect your personal data. However, no system can guarantee absolute security.

## **12. Third-Party Links**

Our Website may contain links to third-party websites. We are not responsible for their content or privacy practices. Please review their Privacy Policies before providing any data.

## **13. Changes to This Privacy Policy**

We may update this Privacy Policy from time to time to reflect changes in our practices or legal requirements. Updates will be posted on this page with a revised Effective Date.

## **14. Contact Us**

If you have any questions or concerns about this Privacy Policy or your data, please contact us via the chat feature on the Website.

## **15. Consent**

By accessing or using this Website, you confirm that you are at least 21 years old and consent to the terms of this Privacy Policy.