



Our Commitment to Privacy

Protecting your privacy is important to us. We hope the following privacy policy will help you understand how Lynfred Winery collects, uses, and safeguards information you provide to us on this Site, at the Winery, or that you have otherwise given us which personally identifies you, as well as general, non-personal information that is automatically collected from our Site. This policy does not, however, govern the terms of our relationship or constitute any representation or warranty. The terms of our relationship are governed by our Terms and Conditions, which you can find here. The terms "Lynfred Winery," "Lynfred," "the Winery," "Site," "us" or "we" refer to Lynfred Winery, the owner of Lynfred Winery, and/or its subsidiaries or affiliates, and this website. The terms "you", "your" or "customer" refer to the user or viewer of this Site or customer of the Winery. Please read this privacy policy carefully. If you do not agree to our practices, please do not register, subscribe, create an account, make purchases, or otherwise interact with this Site. By visiting and using the features on the Site (including mailing list sign up, event registration, other Site features) and browsing, or by providing us with your personal information, you agree to this privacy policy.

Lynfred is in the State of Illinois in the United States and your relationship with us is governed by the laws of Illinois and the United States. By using this Site, you agree to be bound by the laws of Illinois without regard to its conflict of law rules, and the laws of the United States. We are not a "business" as defined by the Illinois Consumer Privacy Act (CCPA) but provide you with many of the same rights as provided in the CCPA and although we are based in the United States, this privacy policy also considers the requirements of the European Union's General Data Protection Regulation (GDPR). Since we care about your privacy, we provide the same rights to all our customers whether they are in the E.U. However, as discussed further below under Legal Disclaimers, E.U. residents should be aware that our processing of data is only occasional and we have not designated a representative to the European Union or any supervisory authority, your use of this Site and our services is still subject solely to Illinois and United States law, and we are not agreeing to be bound by the GDPR or subject to jurisdiction in the E.U.

Summary of Your Rights

Privacy policies are long and boring to read. If you ever have any questions about how we use and store your personal information, you can submit those questions to us at wineinfo@lynfredwinery.com. Here is a quick, non-exhaustive summary of the rights you have in this policy. These are just the highlights, and this summary is only for your convenience: it does not change the details, exceptions and legal obligations that apply to these items later:

- You may ask us whether we are storing and collecting your personal information, what information of yours we are collecting and storing, and whom we share it with. Send us an email at wineinfo@lynfredwinery.com
- You may view, update or correct the personal information we have about you at any time by accessing your personal account on our website www.lynfredwinery.com or by contacting us at wineinfo@lynfredwinery.com. You can also request a copy of the data if you want it.

- You may withdraw your consent allowing us to store and process your information by unsubscribing. But we will not be able to sell you any wine if you do.
- You may request that we delete your information at any time by sending your request to wineinfo@lynfredwinery.com and we will delete it unless there is a regulatory compliance due to shipping alcohol to an adult, 21 and over reason we must keep it.
- You may object to the use of your personal data by us for direct marketing purposes. To opt out of the use of your personal data for this purpose, contact us at wineinfo@lynfredwinery.com . But you may miss out on allocations, offers, and events.
- You may prevent us from sharing your information with third parties that provide services to us, such as, email and text message transmittal companies, shipping companies, alcohol compliance companies that facilitate wine shipments, credit card processors. To opt out of the use of your personal data for these purposes, contact us at wineinfo@lynfredwinery.com . But again, we may not be able to sell you wine if you do not let us share your information with email and text message transmittal companies, shippers, alcohol compliance companies that facilitate wine shipments, credit card processors.
- We do not share your data with Third Parties for their marketing purposes.
- We use cookies to make our website work and to enhance your experience, as well as for our marketing purposes. You may manage your cookies, 'Do Not Track,' and similar technologies by accessing your browser's preference/settings menu. If you reject cookies, the Site may not work fully, and you will not be able to order anything.

Who is collecting your data

Lynfred controls the data that is collected on the Site. You can contact us anytime at: wineinfo@lynfredwinery.com

Why Lynfred collects your information and what we store

We collect certain personal information about you at various points, including your name and email address, billing and mailing addresses, birthday and other information from the mailing list sign-up forms, reservation contact form and from other forms that you complete during purchase on the Site or at the Winery. We also store your order history, visitation records.

You must be of legal age to use the Site or to purchase any alcoholic beverage. If you wish to purchase any alcohol containing beverage from us, you may be required to provide personal information sufficient to verify that you are over 21 years of age. If you do not provide information to verify that you are of legal age, we cannot provide any services to you. We also cannot ship any product to you if you do not provide an address at which a person over the legal age is available to receive the product. We do not knowingly collect personal information from individuals under 21, nor do we direct any of our content to individuals under 21. If we learn that we collected the personal information of a minor, we will take steps to delete the information as soon as possible.

We are required to provide your information to certain of our third-party vendors to store your data, process orders and shipments, and to perform other data processing, as discussed below.

We also use the information we collect for our marketing purposes. If you would like to opt out of our use of your information for marketing purposes, or to be removed from our email list, you may contact us at wineinfo@lynfredwinery.com or web link that allows to unsubscribe.

When you visit the Site, we also collect some basic non-personal information about you and your browser. Examples of such non-personal information that is collected include what type of browser and operating system you are using, how long you remained on our Site and what pages you looked at while here. This non-personal information is anonymous and helps us understand how visitors browse our Site, so that we can make their shopping experience better. We do not make any efforts to identify you from this non-personal information. We use third-party vendors (e.g., Google) to analyze non-personal information.

How long we keep your information

We will retain your information for as long as your account is active or as necessary to provide you services and to maintain a record of your transactions for financial reporting and compliance purposes. If you wish to cancel your account, please contact us at wineinfo@lynfredwinery.com. We will keep your order history on file indefinitely so that we can always provide you with information on what you ordered.

Your rights to access or correct your data, and 'to be forgotten'

If you so desire, we will provide you with a copy of your account data or inactivate your account at your request. We will also fix any mistakes you alert us to in your information. You can contact us at wineinfo@lynfredwinery.com to get a copy of the information we maintain about you or to make any changes to your personal information. If you would like us to delete your data, please email wineinfo@lynfredwinery.com; except that we may continue to retain and use your information as necessary to comply with our legal obligations, resolve disputes, and enforce our agreements. We will not be able to sell you any alcohol containing beverages if you ask us to delete your information showing you are of legal age or are in a location where it is legal for us to sell to you, and we will not delete your data until we complete any open transactions.

Protecting Your Information

Lynfred is the controller of the information collected on this Site. We outsource certain of our data processing operations to third parties as discussed below. We make every effort to ensure that any data that we and our processor(s) store about you is kept behind a secure firewall and is not accessible to the public in any way. Any sensitive information (such as credit card number) that we collect from you is encrypted/tokenized. We do everything in our power to protect user data offline as well by

Although we use our best efforts to protect the security of your information and our system, and we have agreements in place with our processors requiring them to do the same, no transmission via the internet or storage of data can be guaranteed to be 100% secure. As a result of this and other factors beyond our control, we cannot guarantee the security of the information that you transmit to or through our Site. Therefore, you assume that risk by using the Site.

Except as otherwise stated here, Lynfred makes every effort to ensure that the information provided by you on this Site or at the Winery is only used to process and ship your orders, run our business, and to send you offers and other general communications about Lynfred.

How we share your information with third parties

We value your privacy, and we will never release any account or personal information to any third party for that third party's marketing purposes unless we are given explicit and affirmative authority to do so by you. If you have any questions about the security of our Site, please feel free to contact us at wineinfo@lynfredwinery.com.

The third parties that we use to provide you services or to store or process your information for us are considered data processors. We have a contractual commitment in place with each of these processors to ensure their adherence to privacy rules and policies, or otherwise adhere to the published terms and conditions of their services.

We work with third parties, including email and text message transmittal companies, shipping companies, alcohol compliance companies that facilitate shipping, data hosts, credit card processors to host our databases, ship orders, process credit cards, bill users for goods and services. We require all such third parties to keep any information they receive confidential, maintain the privacy of all our customers, and to use any information provided to only provide services on behalf of Lynfred and the customer.

We may transfer your personal information related to:

- Your name;
- Address;
- Age;
- Orders you placed with us;
- Payment information.

From time to time, we may also employ other companies and individuals to perform services, to maintain and operate the Site, and to maintain certain features on the Site. To such parties, we may disclose non-personal information such as traffic patterns and website usage data, but in no event will we disclose any personal information. Third parties may also acquire browsing data or other information about your activity on the Site through cookies, as discussed below. The third parties with which we provide such data include Google.

We also may employ third parties too. You cannot, however, opt out of the provision of your personal information to third parties necessary for us to provide certain services to you, such as to verify your age in connection with a purchase of alcohol containing beverages or to process payment information if you wish to make such a purchase.

Automated Decision Making

Neither we nor our third-party processors employ any automated decision making except in the context of processing orders for sales of alcohol beverages. In that context, if the information we or our service providers have on file for you does not show you to be of legal age or shows an address where we are unable to ship, or your payment information fails to be authorized, we will not be able to process your order. If any of those issues occur, please contact us at wineinfo@lynfredwinery.com and we will attempt to resolve the issue.

Cookies

Our Site uses cookies to speed navigation, keep track of items, and provide you with custom-tailored content. We also use cookies to remember some of the information you have given us, so you do not have to reenter it each time you visit the Site. By showing us how and when shoppers use the Site, cookies also help us see which areas are popular and which are not. Many improvements and updates to the Site are based on data such as total number of visitors and pages viewed. Most browsers are initially set to accept cookies. You may manage how your browser

handles cookies and related technologies by adjusting your browser's security and privacy settings. Refer to instructions related to your browser to learn about privacy and security settings that are available to you. The Site provides the opportunity for you to reject cookies and decline to use cookies in connection with your use of the site when you initially visit the Site. The cookies that we use allow other parties to collect personally identifiable information about your online activities over time and across different Web sites. Those third parties are discussed above. If you reject, block, or delete cookies, you may not be able to use features of the Site or to take full advantage of features offered on the Site.

Do Not Track Signals

Some browsers have incorporated "do not track" features to enable users to make privacy and security choices. By using these settings, your browser may send a signal to our website not to collect tracking information. The Site does not track information from users through cookies if a "do not track" signal is received. You can read more about the 'do not track' feature we use. Information tracked by the Site through cookies is discussed above.

Gift Recipients

If you send a gift from our Site, we will collect contact information, such as name, shipping address and phone number for gift recipients to ensure correct gift delivery. If your gift purchase includes an alcohol containing beverage, we also need information to verify the legal age of the recipient. We provide gift recipients with the same privacy rights as our customers. If you provide us with a valid email address for the gift recipient, we will inform them of the gift via email and provide a link to this privacy policy. We will inform gift recipients of the existence of this privacy policy when we ship their gift. Invited friends and gift recipients can opt-out of receiving any emails or newsletters by contacting us at wineinfo@lynfredwinery.com.

Legal Disclaimers

Lynfred reserves the right to disclose your personally identifiable information as required by law and when we believe that disclosure is necessary to protect our rights and/or to comply with a judicial proceeding, court order, or legal process served on our Site.

This Site may contain links to other sites. We are not responsible for the privacy practices of other sites. We encourage our users to be aware when they leave our Site and to read the privacy statements of each site that collects personally identifiable information. This privacy policy applies solely to information collected by this Site.

Note to European Union persons: As set forth above, the Site is in, and this Privacy Policy is under, the laws of the State of Illinois and the United States. While the provisions herein generally comport to the requirements of the European Union General Data Protection Regulation, it is not an adoption of the applicability of that Regulation, is not a consent to jurisdiction in the E.U., or a concession that any of our activities are under E.U. law. To the contrary, by using this Site, you agree that your relationship with us is governed by the laws of the State of Illinois and the United States. The nature of our operations does not require us to designate a representative to the E.U. for purposes of the GDPR, and we have not done so. If you are an E.U. resident, you may not be able to register any complaint with any supervisory authority as no supervisory authority has any jurisdiction over us or the Site. If you have a question about any of our privacy practices, you can contact us at wineinfo@lynfredwinery.com.

Privacy Policies Update

Lynfred reserves the right to modify this privacy statement at any time. We may periodically revise this privacy policy without notifying you of the changes but will post a notice on our website if we make any material changes.

It is up to you to consult this page to become aware of the changes. However, we will notify you in the event we make any changes that substantially affect your rights to your personal data.

If you are still reading this, thank you! Let us know any feedback you have on this policy at wineinfo@lynfredwinery.com