

COOKIE POLICY

Last updated: 14 July, 2021

This policy sets out Babich Wines' use of cookies, and the data collected by those cookies.

For further information on cookies, visit www.allaboutcookies.org.

WHAT ARE COOKIES?

Cookies are text files containing small amounts of information which are downloaded to your device when you visit a website. Cookies are then sent back to the originating website on each subsequent visit, or to another website that recognises that cookie. Cookies are useful because they allow a website to recognise the device you are using and provide you with a better website experience.

The overarching intention of Cookies is to improve your user experience, such as through letting you navigate more quickly between pages and remembering your website preferences. They can also help to ensure that the advertising you see online is relevant to you and your interests. Cookies in themselves cannot identify the individual user, just the computer or mobile device you are using via a randomly generated identifying tag.

MANAGING AND OPTING OUT OF COOKIES

Cookies that are deemed Essential or for Performance/Analytics are necessary to maintain website performance, user experience, and to provide a seamless experience. As such we have not provided an opportunity for these to be disabled independently, and by using our site and online services you are agreeing that we can place these types of cookies on your browser.

You can manage the operation of Cookies on your device, however please note that these changes will affect all websites, not just Babichwines.com (unless you choose to block cookies from particular sites).

More information on different types of cookie can be found later in this Cookie Policy.

MANAGING COOKIES IN YOUR BROWSER

Most browsers will allow you to choose a setting that works for you, including:

- Identifying what cookies you've got, so you can delete those you don't wish to store on your device.
- Blocking third-party cookies
- Blocking cookies from particular sites
- Blocking all cookies from being set
- Deleting all cookies when you close your browser

If you delete cookies from a website, any settings you have in place will be lost. If you opt out of cookies, this setting will be lost too, as that information is stored in a cookie. Blocking all cookies means functionality on our websites will also be lost. We don't recommend turning all cookies off when using our website.

If you want to reduce your cookie settings at any time, you'll need to use your browser settings to remove any third-party cookies dropped on your previous visit. www.aboutcookies.org sets how you can manage cookies on different web browsers.

Not setting babichwines.com as a "trusted site" will mean you will be unable to use the site.

TYPES OF COOKIES

We use both session cookies (which expire once you close your web browser) and persistent cookies (which stay on your device for a set period of time or until you delete them). We use the following types of cookies for the purposes explained below:

Essential

Some cookies are essential for allowing you to move around the website and use its functionality as intended. These cookies don't gather information about you that could be used for marketing or identifying your behaviours elsewhere on the internet. This category of cookies cannot be disabled.

Performance/Analytics

These cookies collect information about how you use a website, such as the pages you visit and how long you spend on the website. These cookies do not collect information that can individually identify a browser. Any data that is collected is aggregated amongst all other website visitors and therefore is anonymous. The purpose of these cookies is to optimise help identify how a website's operation can be optimised to deliver a better user experience.

Babich Wines Google Analytics cookies. Information collected and transmitted from these cookies are not stored or managed by Babich Wines. This is stored on Google's servers in the United States (or possibly other countries). Google's Privacy policy is available at google.com/intl/en/policies/privacy/.

We use Google Analytics cookies for the following purposes:

- To better understand how customers are using babichwines.com
- To optimise the functionality and design of babichwines.com
- Testing different executions to improve browser experience
- To analyse the use of our website

Functional

These cookies remember choices you make on babichwines.com to improve your experience, and allow babichwines.com to remember choices you make and provide enhanced, more personal features.

These cookies can be disabled; however, it may mean some services or functionalities will be no longer available.

Targeting/Advertising

Our website features tracking technology installed by us and operated by trusted third-party advertising services. These third-party advertising services include Facebook, Google AdWords, and Google Analytics. These cookies allow us to better understand your interests via your activity on

babichwines.com and therefore deliver marketing communications that is more relevant to your specific needs and interests. These cookies can be disabled.

CONTACT INFORMATION

If you would like more information about our Cookie policy, or have any questions, please don't hesitate to email us on info@babichwines.com at any time.