

# Privacy Policy

## Owner

innocent Ltd, whose principal place of business is at: Fruit Towers, Canal Building, 342 Ladbroke Grove, London, W10 5BU, United Kingdom

## Your Privacy

At innocent, we are committed to maintaining the trust and confidence of our visitors to our web site. In particular, we want you to know that innocent is not in the business of selling, renting or trading email lists with other companies and businesses for marketing purposes. We just don't do that sort of thing. But just in case you don't believe us, in this Privacy Policy, we've provided lots of detailed information on when and why we collect your personal information, how we use it, the limited conditions under which we may disclose it to others and how we keep it secure. Grab a cuppa and read on.

## Collection and Use of Personal Information

Personal information means any information that may be used to identify you, such as, your name, title, phone number, shoe size, email address, or mailing address.

In general, you can browse our web site without giving us any personal information. We use several products to analyse traffic to this web site in order to understand our visitors' needs and to continually improve our site for them. We collect only anonymous, aggregate statistics. For example, we do not tie a specific visit to a specific IP address.

However, there are additional activities on our site that require you to be registered. For example, to receive our weekly newsletter and enter some of our competitions. As part of the registration process, we collect personal information. We use that information for a couple of reasons: to tell you about stuff you've asked us to tell you about; to contact you if we need to obtain or provide additional information; to check our records are right and to check every now and then that you're happy and satisfied.

## Children and Privacy

If you're aged 13 or under, you need to get permission to register on our site from your parents or guardian. Sorry but them's the rules.

## Use of Cookies

A cookie is a small text file containing information that a web site transfers to your computer's hard disk for record-keeping purposes and allows us to analyse our site traffic patterns. It does not contain chocolate chips, you cannot eat it and there is no special hidden jar. A cookie cannot give us access to your computer or to information beyond what you provide us. Most web browsers automatically accept cookies; consult your browser's manual or online help if you want information on restricting or disabling the browser's handling of cookies. If you disable cookies, you can still view the publicly available information on our web site. If you are using a shared computer and you have cookies turned on, be sure to log off when you finish. Else you'll get crumbs.

## Links to Other Web Sites

Our web site contains links to information on other web sites. On web sites we do not control, we cannot be responsible for the protection and privacy of any information that you provide while visiting those sites. Those sites are not governed by this Privacy Policy, and if you have questions about how a site uses your information, you'll need to check that site's privacy statement.

## Access to Your Personal Information

You are entitled to access the personal information that we hold on. Email your request to [hello@innocentdrinks.co.uk](mailto:hello@innocentdrinks.co.uk) An administrative fee may be payable (please note, we accept cake).

## Updating Your Personal Information and Unsubscribing

You can unsubscribe to general mailings at anytime of the day or night by clicking the unsubscribe link at the bottom of any of our weekly emails or by emailing [hello@innocentdrinks.co.uk](mailto:hello@innocentdrinks.co.uk)

## Your Consent

By using our web site, you consent to the collection and use of the information you provide to us as outlined in this Privacy Policy. We may change this Privacy Policy from time to time and without notice, so make sure you check back occasionally. If we change our Privacy Policy, we will publish those changes on this page.

If you have any questions or concerns about our collection, use or disclosure of your personal information, please drop us a line at [hello@innocentdrinks.co.uk](mailto:hello@innocentdrinks.co.uk) Thanks for reading all the way to the end. Now you can go and get on with your life.