

Privacy Policy

This Privacy Policy was last modified on June 20, 2016 and is effective immediately.

Clif Family Winery & Farm (“Clif”) recognizes the importance of protecting the privacy needs of users of Cliffamilywinery.com (the “Site”), subscribers to our mailing lists, and participants in our surveys, polls, contests and sweepstakes (collectively, “Users”). The following Privacy Policy describes the Personal Information (defined below we gather about you, what we do with it, the safeguards we have in place to protect it, and how you can control our use of Personal Information. The term “Personal Information” means information such as your first/middle initial or name and last name, street address, town or city, state, zip code, telephone number, email address, gender and any other information that would allow someone to identify you or contact you. When you provide Clif with your Personal Information, you are consenting to the manner in which we collect, use, disclose and otherwise manage your Personal Information, as set out below.

Information Collected and Used by our Site

We will only collect Personal Information which you knowingly and voluntarily provide. We may collect Personal Information that you provide us when you:

Register on the Site. Registration is an optional service provided by our Site. You do not have to register to browse on our Site, but you may have to register to (a) subscribe to a subscription list or newsletter, (b) purchase products on our Site, or (c) participate in a survey, poll, sweepstakes or contest that we are promoting. When you register, you are asked for certain Personal Information, such as your name, address, phone number and e-mail address, a password that you select, and your interests, if you choose to register them. Your registration information may be used to help make your online shopping on the Site quicker and easier, by pre-filling certain parts of your shopping information. When you register you will have the opportunity to sign up for future marketing mailings from Clif.

Pose a Question, Participate in Contests, Sweepstakes, Polls, Surveys or other Clif Activities. When you submit a question, participate in a survey or poll, enter a contest or sweepstakes, or participate in other Clif Activities through our Site (each, a “Clif Activity”), we may collect your Personal Information to administer your participation in such Clif Activity. At the time you are participating in a Clif Activity, we may ask your permission to send you future marketing information.

Other ways we collect and use your personal information

Promotional Information and Marketing Materials. We would like to inform you of products, services, sales and special offers that might benefit you. When you register online, request a newsletter or mailing list or participate in a Clif Activity, you will have the opportunity to sign up for e-mails about our products, services, sales and special offers. If you would like to stop receiving such promotional information from us, please see the “Marketing & Contact Preferences/Opt-out/Updating or Removing Information” section of this Privacy Policy.

Access to Personal Information by Companies that Work with or on Behalf of Clif. Some of our operations, such as our e-commerce, may be managed by unaffiliated, third party service providers. We may share your Personal Information and non-personal information with these third party service providers in order to deliver contracted services related to our Site or the operation of our business. Examples of these services include payment processing and authorization, fraud protection and credit risk reduction, product customization, order fulfillment and shipping, marketing and promotional material distribution, website evaluation, data analysis and, where applicable, data cleansing fulfillment houses. We will not authorize these companies to use your Personal Information for any reason other than to provide you with the specific contracted for services. For reasons of security, our Site does not store credit card information permanently on any Web server.

Other Uses of Personal Information. We may also use the Personal Information you voluntarily provide, to assess and improve the products and services we offer. To serve you better, we may combine the Personal Information that you give us with publicly available information and data we receive from our marketing partners and others. We may use that combined information to enhance and personalize your experience with our Site, to communicate with you about our products and events that may be of interest to you, and for other promotional purposes.

We may also collect non-personal information about you (e.g. browser type, IP address, time of log in, etc.). Our Web server automatically logs this non-specific aggregate user data (which will not contain any Personal Information related to a single visitor). This data is used to manage our Site, track usage and improve the Site’s functionality. This non-specific non-personal information may be shared with third-parties to provide more relevant services and advertisements to users.

Sale of business

If Clif is involved in a merger, acquisition or asset sale, we may share your Personal Information with third parties as part of that transaction. We will ask those third parties to maintain the same privacy as Clif.

Disclosures of personal information in legal proceedings

If Clif, the Site or any of our service providers is requested by law enforcement officials or judicial authorities to provide Personal Information on individual users, we or the applicable service provider may, without your consent or any notice to you, provide such information.

In matters involving claims of personal or public safety, we or the applicable service provider may provide your Personal Information to appropriate authorities without your consent or court process or any notice to you. We or our service providers also may provide your Personal Information in response to a search warrant or other legally valid inquiry or order, or to an investigative body in the case of a breach of an agreement or contravention of law, or in litigation involving Clif, the applicable service provider. We may also disclose Personal Information to assist in debt collection where you owe a debt to us.

Use of cookies by our site

Our Site uses a technology called “cookies”. A cookie is a tiny element of data that our Site can send to your browser, which may then be stored on your hard drive so we can recognize you when you return. Cookies also allow us to store Users’ preferences and to record session information, for purposes including ensuring that Users are not repeatedly offered the same advertisements and to customize newsletter, mailing list, advertising, and Web page content based on browser type and user profile information. We do not link the information we store in cookies to any Personal Information you submit while on our site. You may be able to configure your browser to accept or reject all or some cookies, or notify you when a cookie is set — each browser is different, so check the “Help” menu of your browser to learn how to change your cookie preferences — however, you must enable cookies from our Site in order to use most functions on our Site. Our Site may also use a technology called “tracer tags”. These may also be referred to as “Clear GIFs” or “Web Beacons”. This technology allows us to understand which pages you visit on our Site. These tracer tags are used to help us optimize and tailor our Site for you and other future website visitors.

Links

Our Site may provide links to other websites or resources. These links are for your convenience only and are not under our control. You acknowledge and agree that Clif and our Site are not responsible for the availability of external websites or resources, and Clif and our Site do not endorse such websites, their contents, advertising, products, or other materials. You further agree that Clif and our Site shall not be responsible or liable, directly or indirectly, for any damage, viruses or loss caused or alleged in connection with your use of content, goods or services available on an external website or resources. In the event you decide to access or use any other websites, you agree to do so at your own risk.

Marketing & Contact Preferences/Opt-out/Updating or Removing Information

At various points during the registration process on our Site, when signing up for a Clif Activity, or when subscribing to a newsletter or mailing list, you may be asked to indicate your willingness to allow us to communicate with you on an on-going basis, or receive updates or notifications regarding our products, services, sales and special offers. At any time, however, you may stop the receipt of a particular promotional or notification email by clicking on an “unsubscribe” hyperlink contained in a promotional or notification email. In addition, you may opt out of further disclosures of your Personal Information to third parties for marketing purposes by contacting us at: Clif Family Winery & Farm, 1312 Vidovich Avenue, St. Helena, CA 94574 or by e-mailing us at winery@clifbar.com. However, if you subsequently provide us with Personal Information, for example, when ordering wine, we would need to share such information with third parties for purposes of fulfilling your order.

Unfortunately, no data transmission over the Internet is 100% secure. Clif will take reasonable measures which it believes are appropriate to protect your Personal Information from loss, misuse, alteration or destruction. However, Clif cannot ensure or warrant the security of your Personal Information.

Privacy Statement Modifications

We may modify or amend this Privacy Policy, at any time and although we will generally try and provide at least 30 days’ advance notice of the effective date of any material modification, if we do not provide advance notice, the modification will take effect when we post the change on our Site. Any changes in our policies will be communicated in this page. Accordingly, we urge you to check back frequently so that you are aware of any changes. We also may post a notice on our Site or send an email describing the changes.