



Privacy Policy

Effective Date: March 24, 2025

1. Introduction

Welcome to Taste Tales ("we," "our," or "us"). We are committed to protecting your personal data and complying with the General Data Protection Regulation (GDPR) and applicable Dutch privacy laws. This Privacy Policy explains how we collect, use, and protect your personal data when you use our webshop tastetales.nl.

2. Data Controller

Taste Tales is the data controller responsible for processing your personal data. You can contact us using the details provided in section 13.

3. Data We Collect

We collect and process the following types of personal data:

- **Order Processing:** Name, email address, billing address, shipping address, phone number, and payment details.
- **Customer Accounts:** If you create an account, we store your login details and purchase history.
- **Newsletter Subscription:** Name and email address for sending newsletters and marketing emails.
- **Website Usage Data:** Information about your interactions with our website through cookies and similar technologies (see section 9).
- **Age Verification:** In compliance with legal requirements, we may collect your date of birth to verify that you are of legal age to purchase alcoholic products. This data is used only for age verification and is not shared with third parties, except as required by law.

4. Purposes and Legal Bases for Processing

We process your personal data for the following purposes and based on the following legal grounds:

- **Order Fulfillment:** To process and fulfill your orders (performance of a contract).

- **Customer Accounts:** To manage your account (performance of a contract).
- **Newsletter and Marketing:** To send newsletters and promotional emails (consent).
- **Customer Service:** To provide customer support (performance of a contract or legitimate interest).
- **Website Improvement:** To improve website performance and user experience (legitimate interest).
- **Legal Obligations:** To comply with tax, accounting, and regulatory obligations (legal obligation).
- **Age Verification:** To ensure compliance with legal requirements related to the sale of alcoholic beverages (legal obligation).

5. Data Sharing with Third Parties

We only share your data with trusted third parties necessary to provide our services, including:

- **WooCommerce:** For processing orders and payments.
- **HubSpot:** For managing our newsletter and marketing communications.
- **Hubbel:** For fulfillment of your order (packing and logistics).
- **Hubbel and PostNL:** For delivering your order.
- **Payment Providers:** For processing secure payments.

All these parties process data in accordance with data processing agreements ensuring GDPR compliance.

6. International Data Transfers

If any of our service providers transfer your data outside the European Economic Area (EEA), we ensure appropriate safeguards are in place, such as standard contractual clauses approved by the European Commission.

7. Data Retention

We retain personal data only as long as necessary for the purposes stated in this policy or to comply with legal obligations. This includes:

- **Inactive accounts:** 24 months
- **Pending orders:** 7 days
- **Failed orders:** 7 days
- **Cancelled orders:** 90 days
- **Completed orders:** 7 years (for tax and accounting purposes)
- **Newsletter data:** Retained until you unsubscribe.
- **Account data:** Retained until you request deletion.
- **Age verification data:** Retained only as long as required for legal compliance (usually the duration of the order).

8. Your Rights under GDPR

You have the following rights regarding your personal data:

- Access: Request a copy of your personal data.
- Correction: Request correction of inaccurate or incomplete data.
- Deletion: Request deletion of your data under certain circumstances.
- Restriction: Request restriction of processing under certain circumstances.
- Objection: Object to processing for direct marketing purposes.
- Data Portability: Request a structured, commonly used format of your data.
- Withdrawal of Consent: Where processing is based on consent, you can withdraw it at any time.

To exercise your rights, contact us at legal@tastetales.nl. We may need to verify your identity before processing your request.

9. Cookies and Tracking Technologies

We use cookies and similar technologies to enhance user experience and analyze website traffic. For more information, please see our [Cookie Policy](#).

10. Data Security

We implement technical and organizational measures to protect your data against unauthorized access, loss, or misuse. These include secure connections (SSL), access controls, and regular security reviews.

11. Complaints

If you believe we have violated your privacy rights, you can lodge a complaint with the Dutch Data Protection Authority (Autoriteit Persoonsgegevens) via <https://autoriteitpersoonsgegevens.nl>.

12. Changes to This Privacy Policy


We may update this Privacy Policy from time to time. Any significant changes will be communicated via email or on our website. The latest version will always be available at tastetales.nl.

13. Contact Information

For any questions regarding this Privacy Policy or to exercise your rights, please contact us:

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