

PRIVACY POLICY

Cia. Tequilera Puerta de Hierro S.A de C.V., better known as “CAVA DE ORO”, with address at Km 32, Guadalajara – Tequila highway, El Arenal, Jalisco, Mexico, C.P. 45350. This Privacy Policy describes how your personal information is collected, used and shared when you visit or make a purchase at <http://cavadeoro.mx/> (hereinafter referred to as the “Site”). In strict compliance with the provisions of the Federal Law on Protection of Personal Data Held by Private Parties and its Regulations (hereinafter the Legislation), it informs you that it is responsible for the use, treatment and protection of the personal data you provide us.

PERSONAL INFORMATION WE COLLECT:

When you visit the Site, we automatically collect certain information about your device, including information about your web browser, IP address, time zone, and some of the cookies that are installed on your device. In addition, as you navigate through the Site, we collect information about the individual web pages or products you view, the web pages or search terms that referred you to the Site, and information about how you interact with the Site. We refer to this automatically collected information as “Device Information”.

In addition, when you make a purchase or attempt to make a purchase through the Site, we collect certain information from you, including your name, billing address, shipping address, payment information (including credit card numbers or debit, depending on the payment method used between Mercado Pago or Paypal, email address and telephone number. We refer to this information as "Order Information".

When we talk about “Personal Information” in this Privacy Policy, we mean both Device Information and Order Information.

HOW DO WE USE YOUR PERSONAL INFORMATION?:

We use the Order Information we collect generally to prepare orders placed through the Site (including processing your payment information, arranging for shipments, and providing invoices and/or order confirmations). In addition, we use this Order Information to: communicate with you; Screen our orders for fraud or potential risks; and when in accordance with the preferences you shared with us, we provide you with information or advertising related to our products or services.

We use the Device Information we collect to help us screen for potential risk and fraud (in particular, your IP address), and generally to improve and optimize our Site (for example, by generating reports and statistics about how our customers browse and interact with the Site and to evaluate the success of our advertising and marketing campaigns).

Once you visit our Site, our tracking pixels will store information about your device and interests if you allow it, for use in retargeting advertising campaigns.

SHARING YOUR PERSONAL INFORMATION:

We share your Personal Information with third parties to help us use your Personal Information, as described above. For example, we use WordPress technology in our online store. You can learn more about how WordPress uses your Personal Information here <https://es-mx.wordpress.org/about/privacy/>

We also use Google Analytics to help us understand how our customers use the Site. You can learn more about how Google uses your Personal Information here: <https://www.google.com/intl/es/policies/privacy/>. You can opt out of Google Analytics here: <https://tools.google.com/dlpage/gaoptout>.

Finally, we may also share your Personal Information to comply with applicable laws and regulations, to respond to a subpoena, search warrant, or other lawful request for information we receive, or to protect our rights.

EL CASTILLO DE TEQUILA does not sell or sell personal data of users to other companies or third parties.

BEHAVIOR-DRIVEN ADVERTISING:

As described above, we use your Personal Information to provide you with targeted advertisements or marketing communications that we believe may be of interest to you. For more information on how targeted advertising works, you can visit the Network Advertising Initiative (“NAI”) educational page at <http://www.networkadvertising.org/understanding-online-advertising/how-does-it-work>.

You can opt out of targeted advertising using the following links:

FACEBOOK: <https://www.facebook.com/settings/?tab=ads>

GOOGLE: <https://adssettings.google.com/authenticated?hl=es>

In addition, you can opt out of some of these services by visiting the Digital Advertising Alliance opt-out portal at: <http://optout.aboutads.info/>

DO NOT TRACK:

Please note that we do not alter our Site's data collection and use practices when we see a Do Not Track signal from your browser.

DATA RETENTION:

When you place an order through the Site, we will maintain your Order Information for our records unless and until you ask us to delete this information.

MINORS:

The site is not intended for persons under 18 years of age in Mexico and 21 years of age in the United States. If the user believes that any child has provided their personal data on this website without parental consent, they should write to info@siptamatitan.mx

CHANGES:

We may update this privacy policy from time to time to reflect, for example, changes in our practices or for other operational, legal or regulatory reasons.

CONTACT US:

For more information about our privacy practices, if you have any questions, or if you wish to file a complaint, please contact us by email at mkt@cavadeoro.mx or by mail using the information provided below:

Address: Km 32 Carretera GDL – Tequila, El Arenal, JAL, Mexico.

Telephone +52 33 3065 4626