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1. Who we are

Drinks United is a non-profit organisation working to build a fairer, safer, and more inclusive drinks industry. This policy explains what personal data we collect, why, and how we look after it.

2. The information we collect, why we need it, and who it's shared with

Data collected will only be used lawfully, in line with UK GDPR and the Data Protection Act 2018.

We will not share your personal information with third parties other than organisations that perform functions on our behalf (e.g. our email platform), who may only use it for that purpose.

We take reasonable steps to keep the information we hold secure.

We respect your preferences about how, and whether, you're contacted - you can ask us to stop at any time.

Website visitors

Basis of processing: legitimate interest

Our website does not collect personal data simply by being browsed. We may use analytics tools to understand how the site is used; this does not identify you personally. If you fill in a form on our site (e.g. to sign up for updates or express interest in the Advisory Council), we collect what you submit - typically name and email address.

We keep this data until you ask us to remove it or unsubscribe.

Email communications

Basis of processing: consent / legitimate interest

We use HubSpot to send emails to partners, Advisory Council contacts, and other stakeholders, and to manage those contact lists. HubSpot automatically includes an unsubscribe link on all marketing emails.

You can unsubscribe at any time using the link in any email, or by contacting us directly.

Event and session attendees

Basis of processing: legitimate interest

If you register for or attend a Drinks United event or session, whether virtual or in person, we may collect your name, organisation, and contact details for administration purposes only.

Job applicants

Basis of processing: legitimate interest

When you apply for a role with Drinks United (directly or via a recruitment partner such as WSTA), we collect your name, contact details, CV, and any information relevant to the recruitment process.

Information is shared only with those directly involved in hiring for that role.

Unsuccessful candidate data is kept for 6 months then deleted.

Partners, sponsors, Advisory Council members and supporters

Basis of processing: legitimate interest

We hold contact details for partner organisations and individuals supporting our work (name, organisation, email, role), used to coordinate partnership activity, fundraising, and outreach.

If you apply to join the Advisory Council, we collect your name, email address, CV/background information, and any motivation or experience notes you provide, used solely to assess applications and manage the recruitment process. Shortlisted applicant information may be shared with the Board and relevant panel members for review purposes only.

We do not share this data with third parties beyond those directly supporting delivery of the partnership (e.g. our email platform).

Complainants and enquirers

Basis of processing: legitimate interest

If you contact us with a question, complaint, or request for information, we collect what's needed to respond - typically name and email address. We do not share this with third parties.

3. International Data Transfers

Because we use global service providers like HubSpot, your personal data may occasionally be transferred to, stored, or processed in countries outside the UK (such as the United States).

Whenever we transfer your data internationally, we ensure it receives a similar degree of protection by ensuring at least one of the following safeguards is implemented:

- The country has been deemed to provide an adequate level of protection for personal data by the UK authorities.
- We use specific Standard Contractual Clauses (SCCs) or the UK International Data Transfer Addendum (IDTA) approved for use in the UK, which give personal data the same protection it has in the UK.

Your privacy rights

Under UK data protection laws, you have the right to:

- **Access** - request a copy of the data we hold about you.
- **Rectification** - ask us to correct inaccurate or incomplete data.
- **Erasure** - ask us to delete your data where there is no compelling reason for us to continue to use it, where applicable.
- **Restriction** - ask us to limit how we use your data.
- **Portability** - ask us to transfer your data to another organisation.
- **Object** - object to certain uses of your data, including direct marketing. You have the right to withdraw your consent given at any time.

To exercise any of these rights, contact us using the details below. We will respond to you within one calendar month.

4. Changes to this policy

We review this policy periodically and will update this page when we do. This version was last updated on 11th August 2026.

5. How to contact us

If you have questions about this policy or how we handle your data, contact us at:

hello@drinksunited.co.uk

If you're not satisfied with our response, you have the right to lodge a complaint with the Information Commissioner's Office (ICO):

Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF
Tel: 0303 123 1113 | www.ico.org.uk