

Privacy Policy

How we handle your information. We've tried to write this plainly — if anything's unclear, email cheers@ejswineshop.com.

Last updated April 25, 2026

Overview

EJ's Wine Shop & Tasting Room ("we," "us," or "our") respects your privacy and is committed to protecting your personal information. This Privacy Policy explains how we collect, use, and safeguard your data when you visit our website (ejswineshop.com) or interact with our services.

Information We Collect

Information You Provide

- **Account information:** name, email address, and phone number when you create an account.
- **Purchase information:** billing details and order history when you purchase a Wine Club or Beer Club membership or buy event tickets.
- **Membership information:** membership tier and preferences when you join our Wine Club or Beer Club.
- **Contact form submissions:** name, email, and message content when you reach out to us.
- **Reservation details:** name, email, phone, party size, and special requests when you book our tasting room.
- **Reviews:** ratings and comments you leave on products.
- **Age verification:** confirmation that you are 21 years of age or older when you enter the site. We do not collect or store your date of birth.

Information Collected Automatically

- **Usage data:** pages visited, time spent on pages, and referring URLs through analytics tools.
- **Device information:** browser type, operating system, and screen resolution.
- **Cookies and similar technologies:** we use cookies and pixels to maintain your session, remember preferences, analyze site traffic, and measure advertising performance. See "Cookies" below for more detail.

How We Use Your Information

- Manage your membership and send club-related communications.
- Process event ticket purchases and send event reminders.
- Confirm and manage tasting room reservations.
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Respond to your inquiries and contact form submissions.

- Send transactional emails (purchase confirmations, reservation approvals, event reminders).
- Send marketing emails about events, new arrivals, and promotions, only with your consent. You can unsubscribe at any time.
- Show personalized ads on Facebook and Instagram based on your interaction with our site.
- Improve our website and services through analytics.

Cookies and Tracking Technologies

We use the following categories of cookies and tracking pixels:

- **Essential:** required for the site to function (login session, cart contents, age gate confirmation).
- **Analytics:** help us understand how visitors use the site so we can improve it.
- **Advertising:** measure the effectiveness of our ads and help us show relevant ads on Facebook, Instagram, and other platforms.

You can control cookies through your browser settings. Disabling certain cookies may affect site functionality.

How We Protect Your Information

We use industry-standard security measures to protect your personal data:

- All data transmitted via HTTPS encryption.
- Payment processing handled securely by Stripe. We never store your full credit card number.
- User authentication managed by Supabase with secure password hashing.
- Access to personal data restricted to authorized personnel only.

Third-Party Services

We use the following third-party services that may process your data:

- **Stripe:** payment processing. See [Stripe's Privacy Policy](#).
- **Supabase:** authentication and data storage. See [Supabase's Privacy Policy](#).
- **Google Analytics:** website analytics. See [Google's Privacy Policy](#).
- **Meta (Facebook) Pixel:** we use the Meta Pixel to measure ad performance, build custom audiences, and serve relevant ads on Facebook and Instagram. The pixel may receive hashed contact information (such as email address or phone number) you provide on our site so that Meta can match site activity to Facebook accounts. See [Meta's Privacy Policy](#).
- **Resend:** transactional email delivery. See [Resend's Privacy Policy](#).

Your Rights

You have the right to:

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Access the personal data we hold about you.

- Request correction of inaccurate data.
- Request deletion of your account and associated data.
- Unsubscribe from marketing emails at any time.
- Opt out of analytics and advertising cookies through your browser settings or browser-level privacy controls.

Age Requirement

You must be 21 years of age or older to enter our website or purchase any of our products or memberships. We use a simple age confirmation prompt rather than collecting or storing your date of birth. We do not knowingly collect personal information from individuals under 21. If you believe we have inadvertently collected such data, please contact us and we will promptly delete it.

Data Retention

We retain your personal data for as long as your account is active or as needed to provide our services. Membership and event ticket purchase records are kept for business and legal purposes. You may request deletion of your account at any time.

Changes to This Policy

We may update this Privacy Policy from time to time. When we do, we'll update the "Last updated" date at the top of this page. We encourage you to review this page periodically.

Contact Us

If you have questions about this Privacy Policy or your personal data, please contact us:

Email: cheers@ejswineshop.com

Phone: [\(563\) 239-9080](tel:(563)239-9080)

Address: 955 Washington St, Dubuque, Iowa 52001

This policy was last updated April 25, 2026. We'll update this date whenever the substance of the policy changes.