Get Cellar · Think and Act

Privacy Policy

get-cellar.com · app.get-cellar.com

VERSION 2.1 — 16 NOVEMBER 2026

1. Data controller

This policy applies to the website get-cellar.com and the application app.get-cellar.com (together, "Get Cellar"). The data controller is:

THINK AND ACT
Cyril TATTEVIN EI — sole trader (entrepreneur individuel)
SIREN 509 553 046 — registered with the French National Business Register (RNE)
8 bis rue Abel, 75012 Paris, France
Email: contact@get-cellar.com — Phone: +33 9 72 19 45 06
VAT not applicable, Article 293 B of the French General Tax Code (CGI)

It covers the processing of data of users residing in the European Union or in any other jurisdiction.

2. Data, purposes, legal bases and retention periods

We apply a data minimisation principle: only the data described below is processed. No civil identity data (surname, first name, postal address, telephone number) is requested to use the service, no advertising cookie is set and no behavioural profile is built. No data is sold, rented or shared for advertising purposes.

2.1 Account

- Data: email address; country of residence (declared by you); sign-up origin (the mention "came from the website" if you joined the application from get-cellar.com, recorded once, at sign-up).
- Purposes and legal bases: provision of the service and management of the subscription (performance of the contract); country of residence: compliance with tax obligations (determining the place of taxation) (legal obligation), anonymous usage statistics (legitimate interest: improving the service) and, if your account is linked to the code of a Cellar Club member, the count by country shown to that member (legitimate interest, Article 2.6); sign-up origin: measuring, in aggregate figures, the audience brought by the website (legitimate interest). The sign-up origin is not linked to any cookie or browsing tracking; it is visible only to you and to the Get Cellar team.

- Retention: for as long as the account is active, then the email address is deleted within 30 days after the account is closed. The country of residence and the sign-up origin remain on the anonymised record that remains, without any email address.

2.2 Content of your cellar

- Data: bottles and their records, label photographs you upload voluntarily (they are not biometric data), storage zones and locations, storage characteristics of the zones (Ambassador plan: type of place, temperature, humidity, appliance), tastings (date, rating, dish, comment), wishlist items and their memories (date, place, occasion, "with whom", wish to buy again), favourites, opened bottles (Ambassador plan: level, opening date), "exceptional bottle" indication.
- Purpose and legal basis: management of your cellar and related features, including storage alerts (performance of the contract).
- Free-text fields are entered by you: we recommend that you do not enter any health information or any other sensitive data, whether about you or about third parties, and that you limit "with whom" to first names or nicknames.
- Retention: until you delete the item concerned, the record or your account; photographs are deleted immediately at your request or when the account is closed. Storage characteristics are hidden when Ambassador access ends, then deleted 30 days later, unless you return to that plan before then; switching to a plan that allows fewer zones or no sub-locations deletes the excess zones and their characteristics. Opened bottles of an archived record, of a type no longer tracked or outside the Ambassador plan are hidden but kept until the record or the account is deleted. Backup copies are overwritten as they rotate.

2.3 Use of the analysis and advice features

- Data: data sent for processing (see Article 3); technical log of each request, linked to your account and your plan (date, feature used, model, volume processed, duration, technical result and cost; for an answer, its reference, the instruction version, the language and, where applicable, the date of your thumbs-up), without the content of the exchanges; daily usage counters; counter of requests not served by the safety check; cache of food and wine pairing answers.
- Requests relating to health, addiction or distress: when the safety check classifies a request in these categories, this classification is not recorded in the technical log. The counter of requests not served counts them without keeping their nature, and it is linked to a pseudonymous identifier, not to your account identifier. When the check does not reach a result, its log line is written without an account identifier, plan or language; it may nevertheless be linked, by its timestamp, to the other requests of the same account by a person with access to the database.

- Purposes and legal bases: providing the features and applying the limits of your plan (performance of the contract, for the usage counters); controlling costs, preventing abuse and diagnosing incidents (legitimate interest, for the technical log); protecting users, preventing misuse and not counting requests that are not served (legitimate interest, for the safety check and its counter); answering faster and limiting costs (legitimate interest, for the cache).
- Retention: technical log, 13 months, detached from your account as soon as it is deleted; usage counters, 7 days, and deleted with the account; counter of requests not served, 48 hours; answer cache, 7 days, and deleted with the account.

2.4 Feedback on answers

- Data: under an answer, a thumbs-up records a count and its date in the technical log, without any text. A thumbs-down that you choose to send records your question, the answer as displayed and, if there is one, the previous exchange (or, depending on the feature, the dish, the bottle, the cocktail or the fields suggested by the label analysis, never the photograph), the reason you chose, an optional comment, technical information about the answer and, later, the outcome of its review by the team.
- Purposes and legal bases: improving the answers, on the basis of your consent, requested at each sending, for the text and the comment; measuring the quality of the advice and producing statistics, on the basis of legitimate interest, for the thumbs-up count, the reason, the technical information and the outcome of the review.
- Retention: the text and the link with your account are deleted at the latest 90 days after sending, at your request or when the account is deleted, whichever comes first; a record without text or identifier remains for up to 13 months after sending; the thumbs-up follows the technical log (13 months). Backup copies are overwritten as they rotate.

2.5 Connected third-party conversational assistants

- Data: the authorisation you give to an assistant (name and address of the assistant, scope of access, dates of creation, last use and revocation); its access keys, kept only in a non-reversible form; a record of each consultation (tool consulted, date, duration, result, without its content) and a daily counter that limits their number.
- Purposes and legal bases: connecting the assistant and sending your cellar data at your request (performance of the contract); applying usage limits, preventing abuse and diagnosing incidents (legitimate interest).
- Retention: an authorisation is valid for at most 90 days before it must be renewed; it is deleted at the latest 120 days after its creation, or 90 days after its revocation (365 days if revoked for fraudulent use, to keep a record of the incident); consultations remain 13 months in the technical log; the daily counter is deleted within 48 hours. Authorisations are revoked when the account is deleted.

2.6 Referral (Cellar Club)

- Data: the link between your account and the invitation code of a Cellar Club member (if you signed up through their link or used their code); for a member, the code assigned to them.
- Purposes and legal bases: showing the member aggregate figures about their programme (number of uses by plan and by country, rank by country), never your email address or any data that identifies you (legitimate interest); management of a member's code (performance of the contract).
- Retention: until the account is deleted; a member's code is then detached and deactivated. If you paid with a code, its use remains recorded on your billing documents (10 years), without being counted for the member.

2.7 Subscription, payment and billing

- Data: plan, billing cycle, amounts, payment dates and status, billing documents (invoices and credit notes, including the address recorded on them), proof of acceptance of the terms of sale, register of reminders sent before the renewal of an annual subscription (account, subscription, renewal date, announced deadline, plan, amount, language, sending date, late sending if applicable, without email address).
- Purposes and legal bases: management of the subscription and payments (performance of the contract); retention of accounting and tax documents (legal obligation); proof of the information required by Article L.215-1 of the French Consumer Code (legal obligation).
- Retention: billing documents, 10 years (Article L.123-22 of the French Commercial Code); reminder register, 5 years after the renewal date concerned (Article 2224 of the French Civil Code), including after the account is closed.

2.8 Usage statistics

- Data: anonymous usage statistics.
- Purpose and legal basis: improving the service (legitimate interest).

3. Processing by artificial intelligence

The application uses artificial intelligence to identify a bottle from a photograph of its label and pre-fill its record, for food and wine pairing and ageing advice, for the conversation with the sommelier, for cocktail suggestions and recipes, and for an automated safety check of freely entered requests (messages to the sommelier, dishes, cocktail names), which in particular rules out non-drinkable products and dangerous or off-topic requests before any answer.

Only the data needed for the request is sent: the label photograph, the dish or cocktail requested, your cocktail preferences, the relevant descriptive information about the bottles in your cellar (technical identifier, name, producer, type, vintage, region, appellation, grape varieties, drinking window, ageing status and its origin, quantity, zones, "exceptional bottle" indication) and your wishlist (name, producer, type, vintage). For the conversation with the sommelier, your messages and the previous answers of the current conversation, the names of your zones and your plan. Never sent: your email address, prices, purchase dates, your notes and comments, your tastings, the memories attached to your wishlist, your opened bottles, the storage characteristics of your zones. The conversation is not kept, unless you choose to send an exchange with a thumbs-down (Article 2.4).

This processing is carried out by Scaleway, exclusively in the European Union (Paris region, France). Scaleway does not keep the data sent beyond immediate processing and does not use it to train models.

Transparency (European Artificial Intelligence Act, Art. 50): the pages of the application that produce content by artificial intelligence say so through a permanent notice. Like any automated analysis, this content may contain inaccuracies; pre-filled information can be edited before it is saved.

No decision based solely on automated processing and producing legal or similarly significant effects concerning you is taken (Art. 22 GDPR).

4. Connected third-party assistants

The Premium and Ambassador plans allow you to connect a third-party conversational assistant of your choice to your cellar. The connection takes place only on your initiative and with your authorisation; an email confirms each new authorisation. Access is read-only: the assistant can consult the descriptive information about your bottles (technical identifier, name, producer, type, vintage, region, appellation, country, bottle size, grape varieties, drinking window, ageing status and its origin, "exceptional bottle" indication, quantity and distribution by zone), your zones and the number of bottles in each, your wishlist (name, producer, type, vintage), your favourites (bottles and, in the Ambassador plan, cocktails), your cellar statistics and, in the Ambassador plan, your opened bottles (level, opening date) and the storage characteristics of your zones. Never sent to it: your email address, prices, purchase dates, your notes and comments, your tastings, photographs, texts written by Get Cellar's artificial intelligence.

The assistant's provider is not a processor of Get Cellar: it processes the data it receives under its own responsibility and according to its own privacy policy. Get Cellar records neither your questions nor the assistant's answers. You can revoke an assistant at any time from your account; revocation takes effect immediately.

5. Recipients and processors

The data is processed by the Get Cellar team and, on our behalf (Article 28 GDPR), by:

- Scaleway SAS — Paris, France (EU): hosting of the application and data, file storage, artificial intelligence processing, sending of the application's emails.
- Infomaniak Network SA — Geneva, Switzerland: hosting of the commercial website and email.
- Mollie B.V. — Amsterdam, Netherlands (EU): payment processing; card data never passes through our servers.

6. Transfers outside the European Union

The application's data is hosted in the European Union. Email communications pass through Switzerland (Infomaniak), which benefits from an adequacy decision of the European Commission (Art. 45 GDPR). No other transfer is made to a third country without appropriate safeguards.

If you connect a third-party conversational assistant (Article 4), the data it consults is sent to it on your initiative; its processing, including any transfer outside the European Union, is the responsibility of its provider.

7. Your rights

You have the right of access, rectification, erasure and portability of your data, the right to object to processing based on legitimate interest, and the right to withdraw your consent at any time, without affecting processing carried out before the withdrawal. Deleting the account erases your data, except data whose retention is required by law (Article 2). Your data can be exported from the application, in a file containing all of it and a file of your cellar; the text of your feedback can be deleted there.

To exercise these rights: contact@get-cellar.com. Reply within 30 days. You may also lodge a complaint with the CNIL (www.cnil.fr).

8. Security

- Communications are encrypted.
- Passwords are never stored in plain text.
- Login sessions have a limited lifetime.
- Data is hosted in a certified European data centre.
- Access rights to data are separated and restricted.

9. Cookies and local storage

Get Cellar sets no cookie. The application and the website store on your device only what is strictly necessary for them to work (your login session, your language and your display preferences); no advertising or audience measurement tracker is used.

10. Changes to this policy

This policy may be updated. Any substantial change is notified by email to users with an active account.

11. Language

This policy is written in French and translated into English. In the event of any discrepancy, the French version prevails.

Versioning

v2.0 — 15 November 2026 — Initial version of the service

v2.1 — 16 November 2026 — Change of the publisher's telephone number.