

# Privacy Policy

We are committed to protecting your privacy and we therefore ask that you please read this policy carefully as it describes the personal information we collect from or about you, the ways that we use it and how we make sure your rights are protected.

We are confident that you will find everything you need in this policy but if you need to know more or anything is unclear you are welcome to contact us by post at Data Protection Team, M J Baker Foodservice Limited, 21 Fairfax Road, Heathfield Industrial Estate, Newton Abbot, Devon, TQ12 6UD, by telephone on 01626 833366 or by email at [dataprotection@mjbakerfoodservice.co.uk](mailto:dataprotection@mjbakerfoodservice.co.uk).

## 1 The data controller of your personal information

We are M J Baker Foodservice Limited (with registered company no. 3672718) ("we", "us" or "our"). Our registered office is 21 Fairfax Road, Heathfield Industrial Estate, Newton Abbot, Devon, TQ12 6UD. For the purposes set out in this privacy policy, we are the "data controller" of your personal information (in other words, we decide how your personal information is used).

## 2 Personal information we collect

By "personal information" we mean any information that could be used to identify you in some way. We collect the following personal data about you:

- name;
- address;
- e-mail address;
- contact telephone number(s);
- financial, credit and debit card information when you make a purchase;
- your order history with us;
- any other information which you provide to us when contacting our customer service team or whilst liaising with someone in our sales team;
- any information collected through use of M J Baker's website (collected in various ways) such as log-ons to an online account, on-line forms etc IP address used, browser date/time/location etc.
- How we collect your personal information

In most situations, we will collect personal information directly from you when you create an account with us, visit our website, purchase goods from us, contact a member of our sales team or otherwise get in touch with us.

From time to time we may collect personal information from third parties such as credit reference agencies to check whether you are eligible to receive credit from us.

We do not currently use cookies to collect any personal information about you, nor do we allow any other third parties to place cookies on our website, however, if this changes we will update this policy accordingly.

## 3 How do we use your personal information, and what is our legal justification for doing so?

We use your personal information to provide and enhance our services to you. From a legal perspective, there are various reasons for doing so. We've set each use and our legal justifications out in the table below:

<i>For purposes related to the provision of the products and services that we offer to you:</i>	
<ul style="list-style-type: none"> <li>to provide you with the information, products and services that you request or purchase from us (i.e. to complete certain tasks, processes or orders on our website, send you statements or invoices, take payment online (where applicable), confirm your order and send you any delivery or service-related updates, and deliver your products), and to communicate with you regarding those products and services that you purchase from us and respond to your questions and comments;</li> <li>to measure customer satisfaction and provide customer service (including dealing with enquiries or complaints as well as troubleshooting in connection with purchases or your requests for services);</li> </ul>	<p>We use your personal information in this way either because we have a contract with you (for example, if you purchase goods from us we have a contract to provide those goods to you) or because it is in our legitimate interests to do so (for example, it is in our interests to measure customer satisfaction and 'troubleshoot' customer issues) but we will always ensure that your rights are protected.</p>
<i>For advertising and marketing purposes, including to measure how effective our marketing is:</i>	
<ul style="list-style-type: none"> <li>send to you information about goods, services, promotions, competitions or other marketing communications relating to our business which we think may be of interest to you such as our Blockbuster or Product Guide [by post or] by email or similar technology (you can opt-out of receiving these communications at any time);</li> <li>to measure the effectiveness of our marketing campaigns and our advertising (i.e. so that we can tell what interests our customers and what doesn't);</li> </ul>	<p>We do this because it is in our legitimate interests to send marketing to our existing customers for goods they may be interested in based on their previous purchase history but we will always ensure that your rights are protected and you can opt-out at any time.</p>
<i>For administrative and internal business purposes:</i>	
<ul style="list-style-type: none"> <li>for our internal business purposes, such as analysing and managing our businesses, audits, developing new products or services, enhancing our site, improving our services and products and identifying usage trends. For these purposes, your personal data will be aggregated and looked at on a statistical basis;</li> </ul>	<p>It is in our legitimate interests as a business to use your personal information in this way. For example, we have a clear interest in ensuring that our products and services are high quality and efficient. We will always ensure that your rights are protected.</p>
<i>For security and legal and compliance purposes:</i>	
<ul style="list-style-type: none"> <li>we may use your data to make checks with credit rating agencies to authenticate and verify your credit status;</li> <li>as part of our efforts to keep our site safe and secure;</li> <li>to detect or prevent fraud or other illegal activity;</li> </ul>	<p>We will make credit checks when it is in our legitimate interests and appropriate to do so in order to manage our financial risk.</p> <p>In some cases, we will need to use your personal information to fulfil a legal obligation (for example, if we</p>

<ul style="list-style-type: none"> <li>• as we believe to be necessary or appropriate in each case in order to comply with laws or legal process (including laws or legal process in other countries);</li> <li>• to protect our rights or property (or the rights or property of others) and to enforce our rights and pursue available remedies.</li> </ul>	<p>receive a legitimate request from law enforcement agencies), and in other cases (such as the detection of fraud or ensuring the security of the site) we will rely on our legitimate interests as a business to use your personal information in this way.</p>
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#### 4 When might we disclose your personal information to others?

Please be assured that except for the reasons listed below, we will not disclose your personal information to others. Where we do share your personal information with others we will only do this where we have a genuine reason for doing so and only where we are confident your rights are protected.

The only circumstances where your personal information may be disclosed to others is:

- Where we need to share your personal data with a third party which is providing a service to us [*for example where we pass your name, address and contact details to a logistics company to make a delivery to you*] (it is in our legitimate interests to do this where we do not have the capabilities to provide these services ourselves). In each case, we will ensure that these third parties are only allowed to use your personal information to provide the relevant services to us. We will always make sure we use third parties we trust to look after your personal information appropriately and as required by applicable laws.
- Where we are required to do so by the Courts or to comply with other legal, statutory and/or regulatory obligations including accounting and taxation requirements;
- To prevent and/or detect crime;
- For credit reference, assistance with debt collection and debt tracing purposes.
- Where are selling (or are contemplating selling) our business or part of it we may need to share your personal information to the new owner (or prospective new owner).

If you would like further details of who we share your personal information with and for which purposes, please contact us [using](#) the details set out in section 9 below.

We currently use an email marketing service and event organising provider located outside the European Union. However, we have checked with them and gained their assurances that they are GDPR compliant.

#### 5 Monitoring

Please note that if you communicate with us electronically, including by email, telephone or fax, this communication may be randomly monitored and/or recorded to protect the interests of our business and our customers. This includes for the purposes of maintaining customer/service quality standards, detection of and/or prevention of crime and to ensure that our employees comply with legal obligations and our policies and procedures (including our customer relations practices).

## 6 Hyperlinks

We may provide hyperlinks from our website to websites of other organisations including websites of associated companies. Please note that this privacy policy applies only to our website and that we are not liable for the contents of linked websites or any transactions carried out with organisations operating those websites.

## 7 Your rights and how to contact us

The law gives you a number of rights in relation to your personal information and our use of it. You have the right:

- (a) to ask us not to use your personal data for direct marketing purposes;
- (b) to ask to see what personal data we hold about you and to find out about the way that we process the data (and in some circumstances, you can ask us to provide a copy to a third party);
- (c) to ask us to correct or update any personal data which is inaccurate;
- (d) to ask for personal data to be deleted in some (but not all) circumstances where there is no good reason for us to continue to process it;
- (e) to ask us to temporarily stop using your data if you don't believe that we have a right to use it, or to stop us from using your personal data where there is no good reason for us to continue to use it; and
- (f) not to be subject to decisions made solely on the basis of 'automated processing' (i.e. the right not to be subject to decisions made solely by algorithms or computers without input from a human) in certain circumstances.

We will do everything we can to ensure we are upholding your rights. If you would like to exercise any of the rights listed above or if you have any queries or concerns about the way that we use your personal information please contact us at [dataprotection@mjbakerfoodservice.co.uk](mailto:dataprotection@mjbakerfoodservice.co.uk) or by post to the Data Protection Team, M J Baker Foodservice Limited, 21 Fairfax Road, Heathfield Industrial Estate, Newton Abbot, Devon TQ12 6UD.

Please note, to protect our customers' personal information, we follow strict storage and disclosure procedures, which means that we may require proof of identity from you prior to disclosing any personal information.

You also have the right to complain about our use of your personal data. You can contact the Information Commissioner's Office via their website: <https://ico.org.uk/concerns/> or by calling 0303 123 1113.

## 8 Keeping your personal information up-to-date

Please help us to keep your personal information current and accurate by contacting us with any changes at [dataprotection@mjbakerfoodservice.co.uk](mailto:dataprotection@mjbakerfoodservice.co.uk) or by post to the Data Protection Officer, M J Baker Foodservice Limited, 21 Fairfax Road, Heathfield Industrial Estate, Newton Abbot, Devon TQ12 6UD.

## **9 Security of your personal information and retention policy**

### Security

We take the security of your personal information seriously and have put in place appropriate measures to safeguard the personal information we hold from unauthorised access or improper use. We keep these security measures under review.

You are responsible for keeping your password and user details confidential. We will not ask you for your password to your account.

### Retention

We will only keep your data for as long as we need it for the purposes described above and in accordance with our internal retention policies and as permitted by applicable laws. This means that the retention periods will vary according to the type of the data and the reason that we have the data in the first place.

## **10 Changes to this policy**

We may change this Privacy Notice from time to time and we request that you refer to our website on a regular basis to ensure that you are aware of our most recent policy.