



## Privacy Policy

Your privacy is paramount to us. Our privacy policy details the personal data we collect, why we collect, how we use it, with whom we share it along with your rights as our customer. We also detail the measures we put in place to protect your data and how long we retain it.

### Personal Data we Collect/Receive

We may collect the following personal data from you;

- Name
- Postal Address
- Billing Address
- Email Address
- Contact Number
- Order Information & Order Related Information
- Bank Details where bank transfer was your chosen method of payment and we need to issue a refund.
- Any other such information you chose to provide.
- Information provided by you through social media networks & platforms.

It should be noted at this point that we do not collect payment details from you directly. Payments for our products are processed via Paypal or Stripe depending on the medium through which you place your order and subsequent payment method chosen. In relation to Paypal you do not need to have a Paypal account to make a payment via Paypal.

Paypal and Stripe will collect personal data necessary to complete your transaction and operate a separate privacy policy to this one available directly from Paypal and Stripe.

Personal data is collected from you in person, by post, via our website, social media platforms, telephone and message. Where our products are available via third parties your data will be collected via that third party.

### Legal Basis for our use of your Personal Data

There are six lawful bases on which personal data can be processed. For our purposes we rely on the following;

Consent: the individual gives clear consent for their personal data to be processed for a specific purpose.

Contract: the processing of personal data is necessary for a contract we have with an individual or because we have been asked to take specific steps before entering into a contract.

Legal Obligation: the processing of personal data is necessary for us to comply with the law.

Legitimate Interest: the processing of personal data is in our legitimate interest unless there is a good reason to protect an individual's personal data which overrides our legitimate reason.

### How we use your Personal Data

We will use your personal data to respond to messages/queries, prepare quotations, process orders, supply goods and where we are specifically asked to do so, to keep you updated about our products and services. (Consent & Contract)

We will also use your personal data to track the supply of our products as required to by law due to the nature of some of the ingredients. Your personal data used for this purpose will be your name, address, contact details and purchase date only. (Legal Obligation)

Finally we will use your personal data to evaluate the performance of our products. (Legitimate Interest)

### Storing your Personal Data

Your data is stored on password protected devices/platforms and within a manual filing system.

### Retaining your Personal Data

We retain your personal data as needed for the purpose of our relationship with you and to fulfil our legitimate interests/legal obligations.

For example if you have asked us to keep you updated on our products we will retain your personal data until you no longer wish to receive those updates.

Where you have messaged or queried products with us we will retain your information for up to 12 months.

Where you have placed an order with us we will retain your information for up to 3 years to support the evaluation of our performance as well as enable us to track the supply of our products if required to do so.

### Sharing your Personal Data

We do not share your personal data with anyone except as described here. We may share your personal data and will only do so in line with legislation and this policy with:

- Our email and internet provider  
(123 Reg Limited, 5<sup>th</sup> Floor, The Shipping Building, Old Vinyl Factory, 252-254 Blyth Road, Hayes, UB3 1HA)
- Our website provider  
(Wix, 40 Namal Tel Aviv St., Tel Aviv, Israel)
- Our accountants

- (KnowTax, 90 New Town Row, Birmingham, B6 4HZ)
- Our insurers  
(Craft Cover, Walmsleys Commercial Insurance Brokers Limited, 17-21 Dicconson Street, Wigan, WN1 1RG)
  - Our payment provider  
(Paypal (Europe) S.à.r.l. et Cie, S.C.A., 22-24 Boulevard Royal L-2449, Luxembourg)  
Stripe Inc, 510 Townsend Street, San Francisco, CA94103, USA
  - Other third parties with your consent.
  - Buyer(s) in the event we sell any or all of the business.
  - With those we are required to do so by law.
  - With those to further fraud protection and reduce the risk of fraud or illegal activity.

## Your Rights

- To be **informed** about our collection and use of your personal data.
- To **access** your personal data further to a formal request to do so.
- To have your personal data **rectified** if any of your personal data held by us is inaccurate or incomplete.
- To have your personal data **erased** in certain circumstances (right to be forgotten).
- To **restrict or object** to our processing of your personal data for particular reasons.
- To data **portability**, to request a copy of your personal data which you have provided to us to be in turn used by someone else.

You also have rights relating to automated decision making and profiling but we do not use your information in this way.

## Withdrawing Consent

In those instances where you have given us consent to process your personal data, for example if you have asked us to keep you update with new products, you have the right to withdraw your consent with immediate effect by contacting the privacy lead detailed in this policy.

## Our Privacy Lead

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