

Wyke Farms Privacy Policy

We take your privacy very seriously. Please read this privacy policy carefully as it contains important information on who we are and how and why we collect, store, use and share your personal information. It also explains your rights in relation to your personal information and how to contact us or supervisory authorities in the event you have a complaint.

Who we are

This website is operated by Wyke Farms Limited.

We collect, use and are responsible for certain personal information about you. When we do so we are regulated under the General Data Protection Regulation which applies across the European Union and the United Kingdom and we are responsible as 'controller' of that personal information for the purposes of those laws.

Our website

This privacy policy relates to your use of our website only.

Throughout our website we may link to other websites owned and operated by certain trusted third parties. These other third party websites may also gather information about you in accordance with their own separate privacy policies. For privacy information relating to these other third party websites, please consult their privacy policies as appropriate.

Key terms

It would be helpful to start by explaining some key terms used in this policy:

We, us, our	Wyke Farms Limited
Personal information	Any information relating to an identified or identifiable individual
Special category personal information	Personal information revealing racial or ethnic origin, political opinions, religious beliefs, philosophical beliefs or trade union membership Genetic and biometric data Data concerning health, sex life or sexual orientation

Personal information we collect about you

We may collect and use the following personal information about you:

- your title, name and contact information, including email address and telephone number;

- browser information and online identifiers such as your browser types, browser version host operating system, browser language and your IP address;
- information about your visit to our website such as full Uniform Resource Locators (URL) clickstream to, through and from our website, whether your visit was directly from a marketing email we have sent, products viewed or searched for, page response times, download errors, lengths of visits to certain pages, page interaction information (such as scrolling, clicks and mouse overs) and methods used to browse away from the page);
- information from third parties such as digital marketing networks and social media networks such as Facebook, Instagram, Pinterest and Google to help manage your account, improve your shopping experience and get relevant marketing message across to you;
- aggregated information such aggregate traffic information collected from your visit to our website;
- your purchasing history including saved items and payment information (encrypted), such as payment methods, billing address details and other information related to payment;
- your personal interests;
- preferences for mailing/email advertising;
- information to enable us to undertake address verification checks you;
- your responses to our surveys, user testing, competitions and promotions;
- details of any agreement or objection to receiving marketing information from us; and
- details of any contact with our customer services teams such as a record of your correspondence with us or any calls that you make to us.

This personal information is required to provide products to you and for us to complete the transactions for you. If you do not provide personal information we ask for, it may delay or prevent us from providing products to you.

How your personal information is collected

We collect most of this personal information directly from you—in person, by telephone, text or email, post, social media, and/or via our website. However, we may also collect information:

- about you from third parties for marketing where you have provided your express consent to the third party for your information to be shared for such purpose;
- we may work with third party information providers such who specialise in consumer profiling and provide demographic or other data to help better understand you, your purchasing behaviour and preferences;
- about you from online advertising and marketing companies to help us display the advertising content most relevant to you and to analyse our campaigns;

- we may collect information about you from third parties who we have partnered with to run competitions; and
- we may collect information about you from cookies on our website—for more information on our use of cookies, please see our cookies policy.

How and why we use your personal information

Under data protection law, we can only use your personal information if we have a proper reason for doing so, e.g.:

- to comply with our legal and regulatory obligations;
- for the performance of our contract with you or to take steps at your request before entering into a contract;
- for our legitimate interests or those of a third party; or
- where you have given consent.

A legitimate interest is when we have a business or commercial reason to use your information, so long as this is not overridden by your own rights and interests.

The table below explains what we use (process) your personal information for and our reasons for doing so:

What we use your personal information for	Our reasons
To provide products to you	For the performance of our contract with you or to take steps at your request before entering into a contract
To prevent and detect fraud against you or us	For our legitimate interests or those of a third party, i.e. to minimize fraud that could be damaging for us and for you
Conducting checks to identify our customers and verify their identity Other processing necessary to comply with professional, legal and regulatory obligations that apply to our business, e.g. under health and safety regulation or rules issued by our professional regulator)	To comply with our legal and regulatory obligations

What we use your personal information for	Our reasons
Gathering and providing information required by or relating to audits, enquiries or investigations by regulatory bodies	To comply with our legal and regulatory obligations
Ensuring business policies are adhered to, e.g. policies covering security and internet use	For our legitimate interests or those of a third party, i.e. to make sure we are following our own internal procedures so we can deliver the best service to you
Operational reasons, such as improving efficiency, training and quality control	For our legitimate interests or those of a third party, i.e. to be as efficient as we can so we can deliver the best service for you at the best price
Ensuring the confidentiality of commercially sensitive information	<p>For our legitimate interests or those of a third party, i.e. to protect trade secrets and other commercially valuable information</p> <p>To comply with our legal and regulatory obligations</p>
Statistical analysis to help us manage our business, e.g. in relation to our financial performance, customer base, product range or other efficiency measure	For our legitimate interests or those of a third party, i.e. to be as efficient as we can so we can deliver the best service for you at the best price
Preventing unauthorized access and modifications to systems	<p>For our legitimate interests or those of a third party, i.e. to prevent and detect criminal activity that could be damaging for us and for you</p> <p>To comply with our legal and regulatory obligations</p>
Updating and enhancing customer records	<p>For the performance of our contract with you or to take steps at your request before entering into a contract</p> <p>To comply with our legal and regulatory obligations</p> <p>For our legitimate interests or those of a third party, e.g. making sure that we can keep in touch with our customers about existing orders and new products</p>

What we use your personal information for	Our reasons
Statutory returns	To comply with our legal and regulatory obligations
Marketing our services and those of selected third parties to: <ul style="list-style-type: none"> — existing and former customers; — third parties who have previously expressed an interest in our services; — third parties with whom we have had no previous dealings. 	For our legitimate interests or those of a third party, i.e. to promote our business to existing and former customers.
Profiling and building our social demographic profile - external of our customer base	To profile our existing customer base to ensure the marketing is going to the highest propensity to response. For our legitimate interests or those of a third party, i.e. to ensure our prospecting marketing reaches our intended audience
Credit reference checks via external credit reference agencies	For our legitimate interests or those of a third party, to confirm the authenticity and validity of your mailing address.
External audits and quality checks, e.g. for ISO or Investors in People accreditation and the audit of our accounts	For our legitimate interests or those of a third party, i.e. to maintain our accreditations so we can demonstrate we operate at the highest standards.

The above table does not apply to special category personal information, which we will only process with your explicit consent.

Marketing communications

We may use your personal information to send you updates (by email, social media, text message, telephone or post) about our products including exclusive offers, promotions or new products.

We have a legitimate interest in processing your personal information for promotional purposes (see above '**How and why we use your personal information**'). This means we do not usually need your consent to send you promotional communications. However, where consent is needed, we will ask for this consent separately and clearly.

We will always treat your personal information with the utmost respect You have the right to opt out of receiving promotional communications at any time by:

- contacting us at info@wykefarms.com
- using the 'unsubscribe' link in emails;
- self-removal from the applicable Social Media group;
- using the function on electronic adverts to remove them;

We may ask you to confirm or update your marketing preferences if you instruct us to provide further products in the future, or if there are changes in the law, regulation, or the structure of our business.

Who we share your personal information with?

We routinely share personal information with:

- third parties we use to help deliver our products to you, e.g. payment service providers, warehouses and delivery companies;
- other third parties we use to help us run our business, e.g. marketing agencies, profiling agencies, website hosts; email and social media platforms and applications; print marketing and postal suppliers; repair and alteration providers;
- third parties approved by you, e.g. social media sites you choose to link your account to or third-party payment providers.

We only allow our service providers to handle your personal information if we are satisfied, they take appropriate measures to protect your personal information. We also impose contractual obligations on service providers relating to ensure they can only use your personal information to provide services to us and to you. We may also share personal information with external auditors, e.g. in relation to ISO accreditation and the audit of our accounts.

We may disclose and exchange information with law enforcement agencies and regulatory bodies to comply with our legal and regulatory obligations.

We may also need to share some personal information with other parties, such as potential buyers of some or all our business or during a re-structuring. Usually, information will be anonymised, but this may not always be possible. The recipient of the information will be bound by confidentiality obligations.

Where your personal information is held

Information may be held at our offices and those of our, third party agencies, service providers, representatives and agents as described above (see above: **'Who we share your personal information with'**).

How long your personal information will be kept

We will keep your personal information while you have an account with us, or we are providing products to you. Thereafter, we will keep your personal information for as long as is necessary:

- to respond to any questions, complaints or claims made by you or on your behalf;

- to show that we treated you fairly;
- to keep records required by law.

We will not retain your personal information for longer than necessary for the purposes set out in this policy.

When it is no longer necessary to retain your personal information, we will delete or anonymise it

Your rights

Under the General Data Protection Regulation, you have a number of important rights free of charge. In summary, those include rights to:

- fair processing of information and transparency over how we use your use personal information;
- access to your personal information and to certain other supplementary information that this Privacy Notice is already designed to address;
- require us to correct any mistakes in your information which we hold;
- require the erasure of personal information concerning you in certain situations;
- receive the personal information concerning you which you have provided to us, in a structured, commonly used and machine-readable format and have the right to transmit those data to a third party in certain situations;
- object at any time to processing of personal information concerning you for direct marketing;
- object to decisions being taken by automated means which produce legal effects concerning you or similarly significantly affect you;
- object in certain other situations to our continued processing of your personal information; and
- otherwise restrict our processing of your personal information in certain circumstances.

If you would like to exercise any of those rights, please:

- email, call or write to us see below: '**How to contact us**'; and
- let us have enough information to identify you (e.g. your full name, address and customer or matter reference number);
- let us have proof of your identity and address (a copy of your driving licence or passport and a recent utility or credit card bill); and
- let us know what right you want to exercise and the information to which your request relates.

Keeping your personal information secure

We have appropriate security measures to prevent personal information from being accidentally lost or used or accessed unlawfully. We limit access to your personal information to those who have a genuine business need to access it. Those processing your information will do so only in an authorised manner and are subject to a duty of confidentiality.

We also have procedures in place to deal with any suspected data security breach. We will notify you and any applicable regulator of a suspected data security breach where we are legally required to do so.

If you want detailed information from Get Safe Online on how to protect your information and your computers and devices against fraud, identity theft, viruses and many other online problems, please visit www.getsafeonline.org. Get Safe Online is supported by HM Government and leading businesses.

How to complain

We hope that can resolve any query or concern you may raise about our use of your information.

The General Data Protection Regulation also gives you right to lodge a complaint with a supervisory authority, in the European Union (or European Economic Area) state where you work, normally live or where any alleged infringement of data protection laws occurred. The supervisory authority in the UK is the Information Commissioner who may be contacted at <https://ico.org.uk/concerns> or telephone: 0303 123 1113.

Changes to this privacy policy

This privacy notice was published on *[insert date]* and last updated on *[insert date]*.

We may change this privacy notice from time to time—when we do, we will inform you via our website or other means of contact such as email.

How to contact us

Please contact us by post, email or telephone if you have any questions about this privacy policy or the information, we hold about you.

Our contact details are shown below:

Our contact details:

Wyke Farms Limited

White House Farm, Wyke Champflower,
Bruton, Somerset, BA10 0PU

info@wykefarms.com

Do you need extra help?

If you would like this notice in another format (for example audio, large print, braille) please contact us (see 'How to contact us' above).