

Data Protection Policy

Acorn Dairy takes your privacy seriously. This Privacy policy explains our data protection policy and describes how we'll use any personal data we collect from you.

For the purposes of the Data Protection Act 1998 and the EU General Data Protection Regulation 2016/679, Acorn Dairy is the (data) controller for the processing of personal information we hold about you. Acorn Dairy is registered with the Information Commissioner's Office (Registration number: **A8267261**).

Change to Data protection law

Acorn Dairy has privacy information notices so you can find out how we use your personal information.

Privacy Information Notices

About your personal information and where we obtain it

1. We receive information directly from you by telephone, email, in person, via the post and our website contact pages, when you contact us to arrange deliveries. This information will include: address, name, contact email, contact telephone and bank details and is confirmed with you verbally or in writing prior to commencing deliveries of organic milk and other goods.
2. We receive customer information when you sign up for Acorn Dairy doorstep milk delivery, with our sub contracted doorstep canvassing company. This information includes your name, address, contact telephone and email.
3. You provide us with updated personal information about you, from time to time if the data we hold is no longer correct e.g. following a move of house.
4. We receive information about you from third parties. These could include your paying bank, card payment services or BACS payment services.
5. We obtain visual records from CCTV on our premises, which will include footage of you if you visit us.
6. We may obtain data from third party credit reference agencies or debt collection agencies

How we'll use your personal information

We need some personal information before we can provide our products and services to you, for example to allow us to direct deliveries to your address and collect payment. In some cases we won't be able to provide products and services to you if we don't have all the personal information we need. We will use your personal information to:

- comply with a legal obligations e.g. HMRC audit;
- provide you with information about goods or services we feel may interest you;
- comply with the law and enforce our legal rights (including debt recovery);
- to improve and market our products and services ;
- receive payment for our goods and services;
- carry out our obligations arising from any contracts entered into between you and us and to provide you with the information, products and services that you request from us;
- provide you with information about other goods and services we offer that are similar to those that you have already purchased or enquired about;
- notify you about changes to our service;
- understand customer requirements, perform analysis and comparisons and to obtain your views on our goods, services and website(s);

- develop and test products and services;
- administer our software and website for internal operations, including troubleshooting, data analysis, testing, research, statistical and survey purposes;
- allow you to participate in interactive features of our service, when you choose to do so;
- monitor the use and content of emails, calls and secure messages sent from and received by us so that we can identify and take legal action against unlawful or improper use of our systems and check orders, requests and instructions received from you.

How long we keep it

We keep your personal information securely for as long as we need to for the purposes described.

Information including: Name, address, past transaction history, email address, telephone number and bank details as long as your account remains active or has a positive account balance.

- Your information will be deleted seven years after final delivery and full payment has been received.
- We keep CCTV footage for up to 6 months or until a matter is concluded in the case of specific incidents.

Passing on your personal information to third parties

We will only pass data to third parties necessary for the fulfilment of our supply agreement with you.

These are:

BACS Payment Services, for the purposes of direct debit payment collection

World Pay, for the purposes of card payment collection

Software and I.T. services providers, for the purposes of software and I.T. support

HMRC – legal obligations for compliance purposes

To comply with our legal regulatory and statutory obligations, sometimes we also need to pass your personal information to third parties such as courts, law enforcement agencies, our insurers, our auditors and our professional advisors.

These third party data controllers and processors are all registered with The Information Commissioner's Office and have data protection policies compliant with the Data Protection Act 1998 and the EU General Data Protection Regulation.

Security and safe storage of your personal information

The security of your personal data is very important to us and we take this matter very seriously. We use appropriate procedures and security features to process and protect your information. We have in place a robust framework to ensure the security of your data.

Other third party websites

Our facebook and twitter accounts or website may, from time to time, contain links to and from third-party websites. If you follow a link to any of these websites, please note that we don't accept any responsibility or liability for the privacy policies of these third parties.

How you can access and correct your personal information

From the 25th May 2018, in addition to your right to access the personal information we hold about you, you'll have the right, under certain circumstances, to make a request to:

- restrict or object to the processing of the personal information we hold about you (see Note1);
- erase your personal data (see Note1); and

Note1: It is important to note that your request to restrict or object to processing, or erase your personal data doesn't automatically lead to a requirement for the processing to stop, or for your personal information to be deleted, where our services or your payment are still required.

To make a request under these rights you can contact our data protection officer:

- write to us at C. Bell, Acorn Dairy, Archdeacon Newton, Darlington, DL2 2YB. or
- email us at caroline@acorndairy.co.uk

For more information about requesting your personal information from an organisation please visit: **www.ico.org.uk/for_the_public**

Changes to the policy

We may change our Privacy policy from time to time. If changes are made we'll include them here, so be sure to check back occasionally.

Last Updated 5 April 2021