



OUR PRIVACY NOTICE

KEY SUMMARY

This website only collects data that you enter into the website, for example, to submit an enquiry. If you subscribe to any of our mailing lists, we will use your information to send you the information you have requested.

We use cookies which collect information about the usage and performance of our website. The information that the cookies collect is anonymous. We use this information to analyse usage of our website by visitors to improve its performance and to inform decisions about content, layout and operation of the website and our services or products

This notice explains what data we process, why, how it is legal, and your rights.

ABOUT US AND THIS NOTICE

This website ("our site") is operated by a member of the Premier Foods group of companies, the ultimate holding company of which is Premier Foods plc (registered in England and Wales with company number 05160050 and registered address Premier House, Centrium Business Park, Griffiths Way, St. Albans, Hertfordshire, AL12RE, United Kingdom).

We are the "controller" under data protection legislation of the personal data described in this notice. We ask that you read this Privacy Notice carefully as it contains important information about our processing and your rights.

HOW TO CONTACT US

If you have any questions about this Privacy Notice, how we handle your personal data, or want to exercise any of your rights, please contact our Data Privacy Team, as follows:

By post: Premier House, Centrium Park, Griffiths Way, St Albans, AL1 2RE

By email: privacy@premierfoods.co.uk

Changes to the Privacy Notice

We may change this Privacy Notice from time to time. You should check this Privacy Notice occasionally to ensure you are aware of the most recent version that will apply each time you access this website.

WHAT PERSONAL DATA DO WE COLLECT AND WHY?

Personal data provided by you

This can fall into a number of categories, depending on your use of our website, as follows:

Site Usage	Data Collection and Usage
Visitors only	If you are just browsing our website we will not collect personal data.
Information you submit	We process personal information about you (such as your name, address, email address and telephone number and anything else that you provide to us) when you contact us by filling in an enquiry form, in order to respond to the enquiry or complaint you are making.
Purchasing through our Website	If you purchase a product through our website we will process the following personal information provided by you: Salutation, first name, last name, email, address and y credit card details. Your personal information will be processed to enable us or our third party partners to provide you with the purchased product and to deal with any enquiries or complaints you have in relation to your purchase.
Email subscriptions and Investor alerts	If you sign up to receive investor alerts, we will use your name, occupation and email address to send you the material you have requested. You can unsubscribe at any time by contacting us at the details set out above or clicking the unsubscribe link in the emails that you receive.
Competitions	Competitions have a separate privacy notice, so please see competition terms and conditions on the appropriate website for further information.

Sensitive personal data provided by you

We do not collect any sensitive personal data about you.

Personal information about other individuals

If you give us information on behalf of someone else, you confirm that the other person has appointed you to act on their behalf and has agreed that you can.

WHAT ARE THE LAWFUL BASES ON WHICH WE MAY PROCESS YOUR PERSONAL DATA?

Our legal basis for collecting and using the personal information described above will depend on the personal information concerned and the context in which we collect it.

In most instances, we will collect and use your personal information in reliance on our legitimate interests (or those of any third party). Examples may include monitoring how our website is used in order to improve it, responding to enquiries, complaints, or sending you information you have requested.

However, we may also collect and process personal information from you by obtaining your consent to do so, or where we need to collect or process your personal information in order to perform a contract with you.

If we ask you to provide personal information to comply with a legal requirement or to perform a contract with you, we will make this clear at the relevant time and advise you whether the provision of your personal information is mandatory or not (as well as of the possible consequences if you do not provide your personal information).

If you have questions or need further information concerning the legal basis on which we collect and use your personal information, please contact us using the details in the 'How to contact us' section.

WHO WILL HAVE ACCESS TO YOUR PERSONAL DATA?

Like any business, we may use third party service providers to operate our website, customer service management, or product sales / payment processing functions. Some of these service providers will process your data as part of the services they offer to us. We take steps to ensure that our service providers treat your data in accordance with the law; only use it in accordance with our contract with them; and keep it secure. Service providers we use include (but are not limited to), those listed below:

Service Provider	Reason for data processing
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Adare International	Processing recipe book purchases and distribution.
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AWS Cloud Services	Cloud computing services provider.
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CognitoForms LLC	Cloud-based WebForms provider
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CPM International Group	Customer services intermediary.
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Equiniti	Shareholder administration and communications.
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Investis	Providing investor alerts.
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Kinsey PR T/A Circle	Brand and Food Service email communications.
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WP Engine	Website hosting administration.
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Rouge	Website maintenance and support.
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Shopify Provides the e-commerce platform on the Be-Ro and McDougall’s websites to enable us to receive consumer orders for recipe books, process payment and to enable email order confirmation and despatch notices to be sent to the consumers, regarding their order.

Shopify are the payment provider for Be-Ro and McDougall’s recipe book purchases. If you visit our Be-Ro or McDougall’s website and click “Buy now” or “Purchase here” you will be redirected to a payment website page hosted by Shopify and, Shopify will collect your personal data submitted with your recipe book order (including your bank details), to process your payment and will be, the “controller” for the purpose of Data Protection Laws. Please make yourself aware of Shopify’s Privacy Policy before placing an order for a recipe book: <https://www.shopify.com/legal/privacy>

HOW WE KEEP YOUR DATA SECURE

We have implemented appropriate technical and organisational measures in order to protect your personal data against accidental or unlawful destruction, accidental loss or alteration, unauthorised disclosure or access and any other unlawful forms of processing. We aim to ensure that the level of security and the measures adopted to protect your personal data are appropriate for the risks presented by the nature and use of your personal data. We follow recognised industry practices for protecting our IT environment and physical facilities.

WHEN WILL WE DELETE YOUR DATA?

The table below provides details about how long we will hold your data.

Data we process	How long this will be held for
Cookies / Analytics data	IP addresses may be collected in relation to competition entries, and data is held for up to 6 months after the end of the competition to monitor any fraudulent activity.
Information from enquiry forms	Until the enquiry has been completed and no further responses are received, and for a period of up to 1 year after.

Complaints data For a period of up to 6 years from date of last contact. If you have an existing complaint on file, the new complaint may be added to other information that we hold about you as a customer.

Order details When you place an order, we'll keep the personal data you give us for up to 7 years so we can comply with our legal and contractual obligations.

Subscription / marketing requests Until you tell us that you no longer wish to receive the subscription or marketing material.

YOUR RIGHTS

If you wish to **access, correct, update or request deletion** of your personal information, you can do so at any time by contacting us using the details in the **'How to contact us'** section.

- In addition, you can **object to processing** of your personal information, ask us to **restrict processing** of your personal information or **request portability** of your personal information. You can exercise these rights by contacting us using the contact details under the **'How to contact us'** section.
- You have the right to **opt-out of marketing communications** we send you at any time. You can exercise this right by clicking on the "unsubscribe" link in the marketing e-mails we send you.
- Similarly, if we have collected and processed your personal information with your consent, then you can **withdraw your consent** at any time. Withdrawing your consent will not affect the lawfulness of any processing we conducted prior to your withdrawal, nor will it affect processing of your personal information conducted in reliance on lawful processing grounds other than consent.

We respond to all requests we receive in accordance with applicable data protection laws.

Prior to making a request we recommend you take into consideration the effect the request. For example, an objection to processing or withdrawal of consent could, impact our ability to investigate and respond to you on an issue you've raised, remove your participation in a promotion or competition, or mean we're unable to send you a prize.

COMPLAINTS TO THE REGULATOR

If you do not think that we have processed your data in accordance with this Privacy Notice, you should let us know as soon as possible. You also have the right to complain to the Information Commissioner's Office. Information about how to do this is available on their website at www.ico.org.uk.