



Pembridge Farm is committed to maintaining your privacy

This privacy policy sets out the basis on which any personal data we collect from you, or that you provide to us, will be processed by us. Please read this policy carefully to understand our views and practices regarding your personal data and how we will treat it.

When we refer to “personal data” we mean any information about you which is personally identifiable like your name, address, car registration number, payment details, telephone number or e-mail address.

Any reference to “you” or “your”, means you as a user of our website at pembridgefarm.com (“Website”). References to “we”, “us” or “our” are to Pembridge Farm, a partnership at Pembridge Farm, Poundon, Bicester, OX27 9AY

This policy only applies to the collection of your personal data by us and the use of that personal data by us and those whom we authorise. It does not cover third party websites to which we provide links, nor does it cover advertisers. They may have their own privacy policies and/or terms and conditions of use. We encourage you to review those policies if available when you visit those sites. We therefore have no responsibility or liability for the content and activities of these linked sites.

By accessing and continuing to use the Website (as applicable), you accept the terms of this policy. If you do not agree with any of our policy then you should not use the Website.

You acknowledge and agree that where you provide personal data about someone else to us (for example, if you are purchasing goods as a gift for someone else), you have obtained that person’s consent for us to process this information in accordance with that purpose and in accordance with this privacy policy

CUSTOMER AND RECIPIENT PERSONAL INFORMATION

1. To ensure that we can communicate effectively with both customers and recipients, it is very important that you provide accurate personal information.
2. Please remember that we value your privacy and will never lease, rent or sell your private information.
3. During the order process, we will ask for the following personal information:
 - **Customer’s email address:** We use this information to provide a better customer experience by sending order confirmations, substitution information, dispatch confirmations and delivery confirmations. We may also use the customer’s email for marketing communications from time to time. Please ensure that email addresses are accurate.
 - **Customer’s full name and address:** We use this information for credit and debit card validation.
 - **Customer’s telephone number:** We use this information to contact customers in the event of problems with the order such as payment failures or delivery issues and to send a delivery text message.
 - **Recipient’s full name and address:** We require this information in order to deliver the products you have ordered. It is vital that the recipient’s address is accurate. We may also use the recipient’s name and address for marketing communications from time to time.

WHAT INFORMATION DO WE HOLD ABOUT YOU AND HOW IS IT COLLECTED?

We may collect and process the following data about you:

- Details of transactions you carry out through our Website and the fulfilment of your orders;
- Information that you provide by filling in forms on our Website. This includes information provided at the time of registering to use and order goods from our Website, subscribing to our mailing list or requesting further goods or services. We may also ask you for information when you enter a competition or promotion sponsored by us and when you report a problem with our Website.
- If you contact us, we may keep a record of that correspondence.
- We may also ask you to complete surveys / feedback forms that we use for research purposes, although you do not have to respond to them.
- Details of your visits to our Website including, but not limited to, traffic data, location data, weblogs and other communication data, whether this is required for our own billing purposes or otherwise and the resources that you access.
- We may collect information about your computer or other device, including where available your IP address, operating system and browser type, for system administration and to report aggregate information to our advertisers. This is statistical data about our users' browsing actions and patterns, and does not identify any individual.
- In addition, in common with many other online services, we may use "cookies" or other devices to store and sometimes track information about you. This helps us to provide you with a good experience when you browse our Website and also allows us to improve our Website (see section entitled "Cookies etc" below).

HOW DO WE USE INFORMATION ABOUT YOU?

We use information about you to help us provide you with a service which is tailored to suit your needs. Your personal data may be used by us to:

Process any orders you may make and/or provide services including processing payments;

- Monitor, develop and improve the Website, goods, services and your experience;
- Ensure that content from our Website is presented in the most effective manner for you and your computer or device;
- Carry out our obligations arising from any contracts entered into between you and us;
- Allow you to participate in any interactive features of our Website, when you choose to do so;
- Keep our Website safe and secure;
- Notify you about changes to the Website, goods or services;
- Process and deal with any complaints or enquiries made by or about you;
- Investigate any suspected breach of our terms and conditions otherwise relating to you and to monitor compliance including by way of checking postings or submissions to the Website and using keyword triggers to investigate usage that may be inappropriate; and/or
- Where you are a prize winner, to administer the competition prize and to publish or otherwise make available a list of prize winners.

Where and only where requested by you when you register with us we will:

- Send you and keep you updated with information by email or mail about existing and new goods, services, promotions and special offers from us; and/or
- Send you information by e-mail or mail about related goods or services of selected third parties that may be of interest to you.

If you agree to us providing you with this marketing information, you can always opt-out at a later date.

To opt-out of receiving any such communications, you can contact us stating that you do not wish to receive further communications from us in the following ways:

- Click on the "unsubscribe" link sent in our email messages and email newsletters
- Send an email to carrie@pembridgefarm.com writing "unsubscribe" in the subject heading
- Call us on 01869 278811
- Write to us at Pembridge Farm, Twyford Road, Poundon, Bicester, OX27 9AY

WHERE DO WE STORE YOUR PERSONAL DATA?

The data that we collect from you will be stored by us on our servers. Such staff may be engaged in, among other things, the fulfilment of your order, the processing of your payment details and the provision of support services. By submitting your personal data, you agree to this transfer, storing or processing. We will take all steps reasonably necessary to ensure that your data is treated securely and in accordance with this privacy policy.

ACCESS TO YOUR INFORMATION AND AMENDING YOUR INFORMATION

You have the right to request a copy of the information that we hold about you (unless it is exempt in accordance with the Data Protection Act 1998). If you would like a copy of some or all of your personal information, please send an email to carrie@pembbridgeFarm.com. We are entitled to charge up to £10 to administer such request.

Where you register your details for certain goods and services (for example, our email newsletter) and/or open an account with us that you can then use to log on and order goods, you may change or update your user name and password or other details at any time via your account. You must make sure that you update details as soon as possible with any and all relevant changes.

COOKIES

In this section when we refer to a "cookie" we mean a small data file that is stored by your web browser on your computer or handheld device. Cookies contain a small amount of information that is transferred to your computer's hard drive or storage media on the device used to access the Website. They help us to improve our Website and to deliver a better and more personalised service. We may obtain information about your general internet usage by using a cookie file which is stored on the hard drive of your computer or other similar devices and/or other tracking techniques (including unique identifiers for your computer or device).

We may use external services such as Facebook, Twitter, Pinterest, Youtube, Vimeo or Instagram, to display certain content on our Website. We cannot prevent such websites from collecting information about your usage of their services on our Website, for example, number of plays of a video.

Like many other organisations, we use Google Analytics, a web analytics service provided by Google, Inc. Google Analytics sets a number of cookies in order to evaluate your use of our Website and enable us to carry out actions including (but not limited to):

- Tracking the number of visitors to our Website.
- Monitoring the number of users on our Website at any given time.
- Analysing popular content on our Website.

WHAT INFORMATION DO WE SHARE WITH OTHERS?

We will not disclose your personal data with anyone else.

SECURITY/HOW DO WE PROTECT YOUR INFORMATION?

We endeavour to take all reasonable steps to protect your personal data. Where possible we use industry-standard Secure Sockets Layer (SSL) technology to allow for the encryption of:

- potentially sensitive information such as your name and address; and
- critically-sensitive information like your credit card number

Once we have received your information, we will use strict procedures and security features to try to prevent unauthorised access.

CONTROLLING YOUR PERSONAL INFORMATION

You may exercise any of the rights described in this section by sending an email to carrie@pembridgefarm.com. Please note that we will ask you to verify your identity before taking further action on your request. We try to respond to all legitimate requests within one month. Occasionally it may take us longer than a month if your request is particularly complex or you have made a number of requests. In this case, we will notify you and keep you updated.

- **Managing Your Information.** You may access and update some of your information through your Account settings.
- **Rectification of Inaccurate or Incomplete Information.** You have the right to ask us to correct inaccurate or incomplete personal information concerning you (and which you cannot update yourself within your Account).
- **Data Access and Portability.** You have the right to request copies of your personal information held by us. You may also be entitled to request copies of personal information that you have provided to us in a structured, commonly used, and machine-readable format and/or request us to transmit this information to another service provider (where technically feasible).
- **Data Retention and Erasure.** We generally retain your personal information for a period of ten years after your last active use of our website or app (in line with our legal obligation to keep order information for this duration for tax, legal reporting and auditing obligations). If you no longer want us to keep your information, you can request that we erase your personal information and close your Pipers Farm Account. Please note that if you request the erasure of your personal information:
 1. We may retain some of your personal information as necessary for our legitimate business interests, such as fraud detection and prevention and enhancing safety. For example, if we suspend a Pembridge Farm Account for fraud or safety reasons, we may retain certain information from that Account to prevent that user from opening a new Pembridge Farm Account in the future.
 2. We may retain and use your personal information to the extent necessary to comply with our legal obligations. For example, we may keep some of your information for tax, legal reporting and auditing obligations.
 3. Additionally, some copies of your information (e.g. log records) may remain in our database, but are disassociated from personal identifiers.

Withdrawing Consent and Restriction of Processing. Generally we do not rely on consent as a legal basis for processing your personal data other than in relation to sending third party direct marketing communications to you. Where you have provided your consent to the processing of your personal information by Pipers Farm you may withdraw your consent at any time by sending a communication to Pipers Farm specifying which consent you are withdrawing. Please note that the withdrawal of your consent does not affect the lawfulness of any processing activities based on such consent before its withdrawal. Additionally, you have the right to limit the ways in which we use your personal information, in particular where (i) you contest the accuracy of your personal information; (ii) the processing is unlawful and you oppose the erasure of your personal information; (iii) we no longer need your personal information for the purposes of the processing, but you require the information for the establishment, exercise or defence of legal claims; or (iv) you have objected to the processing pursuant to paragraph 7.7 and pending the verification whether the legitimate grounds of Pipers Farm override your own.

Objection to Processing and Profiling. You are entitled to require Pembridge Farm not to process your personal information for certain specific purposes (including profiling) where such processing is based on legitimate interest. If you object to such processing Pembridge Farm will no longer process your personal information for these purposes unless we can demonstrate compelling legitimate grounds for such processing or such processing is required for the establishment, exercise or defence of legal claims.

Data Security. The security of our your data is very important to us. With this in mind we will take all appropriate steps to protect your data and will treat it with the utmost care and attention. We use 'https' technology to secure access to all areas of our websites and apps. Access to your personal data is password-protected, and sensitive data such as payment card information is held securely by our 3rd party payment providers, and tokenized to ensure it is protected. We ensure that our systems are regularly monitored for possible vulnerabilities and attacks.

Lodging Complaints. You have the right to lodge complaints about the data processing activities carried out by Pembridge Farm before the Information Commissioner's Office.

In the UK, please read: <https://ico.org.uk/for-the-public/raising-concerns/> for details of how to do this. We would, however, appreciate the chance to deal with your concerns before you approach the ICO so please contact us in the first instance.

If you have previously agreed to us using your personal information for direct marketing purposes, you may change your mind at any time by writing to or emailing us at carrie@pembridgefarm.com

We will not sell, distribute or lease your personal information to third parties unless we have your permission, are required by law to do so or it is required for the provision of our services as detailed above. We may use your personal information to send you promotional information about third parties which we think you may find interesting if you tell us that you wish this to happen.

CHANGES TO OUR PRIVACY POLICY

Please note that we may update and amend the privacy policy from time to time and any changes will be posted on this page and, where appropriate, notified to you by email.

This privacy policy was last updated on 5th October 2020

CONTACT DETAILS

You can email us with any questions, queries or complaints at carrie@pembridgefarm.com

We are registered under the Data Protection Act 1998 and have notified the Information Commissioner's Office about our data processing activities.