

# PIN-IT PASTRY LTD

## Privacy Notice

This Privacy Notice explains what happens to the personal information that we collect from you whenever you place an order with Pin-It Pastry Ltd.

We may update this Privacy Notice from time to time so please check with us occasionally to ensure that you're happy with any changes. Please take time to read this Privacy Notice carefully so you understand how we treat and use your personal information.

### Who are we?

We are Pin-It Pastry Ltd ("we" or "us"). Pin-It Pastry Ltd is registered at Companies House under company number 06503070 and our registered office is at Pin-It Pastry Ltd, Abergarw Estate, Bridgend CF32 9LW.

If you have a question regarding how we use your personal information, please address your communication to the "Data Protection Representative" using one of the methods set out in the ["How can you find out about and update your information?"](#) section of this Privacy Notice.

We take data protection very seriously and respect the privacy of our customers. We are committed to protecting and respecting your privacy, in accordance with the General Data Protection Regulation ("GDPR").

### What information do we collect from you?

Whenever you contact us to order products from our business, we will collect the following personal information from you:

- Your contact name;
- Your contact telephone number; and
- Your contact email address.

### How is your information held?

Once collected, we input your personal information onto our customer database, which is held on our own secure systems within the United Kingdom.

### How will we use your information?

GDPR says that we are allowed to use personal information only if we have a proper reason to do so which may be:

- To fulfil a contract we have with you; or
- When it is our legal duty; or
- When it is in our legitimate interests; or

## PIN-IT PASTRY LTD

➤ When you consent to it.

A legitimate interest is when we have a business or commercial reason to use your information. But even then, it must not unfairly go against what is right and best for you. If we rely on our legitimate interests, we will tell you what that is.

We may use your personal information for the reasons and in accordance with the legal basis below:

Purpose of Processing Your Personal Information	Legal Basis
To process orders that you place with us.	Necessary for the performance of the contract to supply our products to you.
To help us to investigate any complaints, comments or issues that you have raised with us.  In doing so, we may share your personal information with colleagues if it is strictly necessary to enable us to carry out our investigations.	This is both:  Necessary for the performance of the contract to supply our products to you; or Necessary for our legitimate interests to ensure that our customers receive an appropriate level of service and to investigate and resolve the reasons why that may not be the case.
To contact you to discuss your complaint and to update you on how it is being resolved	This is both:  Necessary for the performance of the contract to supply our products to you; or Necessary for our legitimate interests to ensure that our customers receive an appropriate level of service and to investigate and resolve the reasons why that may not be the case.

### How long will we hold your information for?

We will hold your personal information for a period of 7 years from the date of your last order with us. We will hold your personal information for this length of time for auditing and taxation purposes. After the expiry of this period, your customer file will be deleted.

We will from time to time review our retention periods but we will only ever hold your personal information for as long as we believe is necessary for reasons set out above.

### Only processing the personal information that we need to

Your personal information will only be processed to the extent that it is necessary for the specific purposes we tell you about.

### Who has access to your information?

# PIN-IT PASTRY LTD

1-

We reserve the right to pass any or all of your personal information to the police or any other law enforcement agency for the purposes of:

- Compliance with any of our legal obligations;
- Crime detection or prevention;
- Your misuse, or suspected misuse, of our website

Where your contact relates to any legal proceedings or prospective legal proceedings against us, we may need to pass your personal information onto our insurers and legal advisers for the purposes of assessing any such proceedings. We may also be required to share your personal information if we are under a duty to do so in order to comply with any legal obligation or to protect our rights, property or the safety of our business, customers, suppliers or employees. This includes exchanging information with other companies and organisations for the purposes of fraud protection.

Apart from the circumstances set out above, we will not disclose your personal information to any third parties without your consent, unless we are satisfied that they are legally entitled to the information. Where we disclose your personal information to a third party, we will have regard to the data protection principles.

We will not:

- Sell your personal information to third parties; or
- Share your personal information with third parties, or use it ourselves, for marketing purposes (unless you have given your consent for us to do so).

## How can you find out about and update your information?

You have the right to ask for a copy of the personal information that we hold about you. You also have the right to ask that we delete your personal information, although in some circumstances we are still entitled to keep it.

If you wish to do so, please contact us:

- By post for the attention of the Data Protection Representative, Pin-It Pastry Ltd, Abergarw Estate, Brynmenyn, Bridgend, CF32 9LW

In order to fulfil your request, we may need to first verify your identity.

Any questions regarding this Privacy Notice can be sent to us using the same contact details above.

The accuracy of your information is also important to us. If you change contact details or if you believe that any of the other personal information we hold is inaccurate, incomplete or out of date, please contact us:

## PIN-IT PASTRY LTD

➤ By post to Pin-It Pastry Ltd, Abergarw Estate, Brynmenyn, Bridgend, CF32 9LW

➤ By telephone on 01656 722423 and ask to speak with our Accounts Department;  
or ➤ By email at [karen@pin-itpastry.com](mailto:karen@pin-itpastry.com).

1 –

In addition to your rights set out elsewhere in this Privacy Notice, you also have the right to:

- Request details from us of the recipients of your personal information or the categories of recipients of your personal information, if it is supplied by us to any third parties;
- In certain circumstances have the processing of your personal information restricted;
- In certain circumstances be provided with the personal information that you have supplied to us, in a portable format that can be transmitted to another company.

If you wish to exercise any of the rights set out above, you must make the request in writing addressed to the "Data Protection Representative" using one of the methods set out in the ('How can you find out about and update your information?'" section of this Privacy Notice.

## The right to object

You have the right to object to our use of your personal information, or to ask us to delete, remove, or stop using your personal information if there is no need for us to keep it. This is known as the "right to be forgotten".

There may be legal or other reasons why we need to keep or use your information, but please tell us if you think that we should not be using it.

We may sometimes be able to restrict the use of your personal information. This means that it can only be used for certain things, such as legal claims or to exercise legal rights. In this situation, we would not use or share your information in other ways while it is restricted.

If you object to our processing of any of your personal information, you must make the request in writing addressed to the "Data Protection Representative" using one of the methods set out in the "How can you find out about and update your information?" section of this Privacy Notice.

## How we keep your data secure

We use reasonable and up to date security methods to keep your data secure and to prevent unauthorised or unlawful access to your information. All personal information you provide to us is stored on ours or our third party supplier's secure systems.

## Transferring your personal information outside the European Economic Area ("EEA")

We will not transfer your personal information outside the EEA unless such transfer is compliant with GDPR. This means that we cannot transfer any of your personal information outside the EEA unless:

- The EU Commission has decided that another country or international organisation ensures an adequate level of protection for your personal information; or
- The transfer of your personal information is subject to appropriate safeguards; or
- One of the derogations in GDPR applies (including if you explicitly consent to the proposed transfer).

## Right to make a complaint

1–

### **PIN-IT PASTRY LTD**

If you have any issues with our processing of your personal information and would like to make a complaint, you may contact the Information Commissioner's Office on 0303 123 1113 or at Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF.

