



Soul Food Collective Ltd

PRIVACY NOTICE

This privacy notice is to let you know how we look after your personal data, this includes what you tell us about yourself, what we learn by having you as a customer, and your choices of what, if any marketing information we send to you. This notice explains how we do this and tells you about your privacy rights and how the law protects you.

The Data Protection law will change on 25th May 2018, and this notice sets out your rights under the new law, as well as our Privacy Policy your privacy is protected by law.

Under the new Data Protection Law – known as GDPR, the law says that we are allowed to use personal information only if we have a proper reason to do so, this includes sharing it with other suppliers who provide you with products and services.

The requirement is to have lawful basis in order to process data, processing data means – obtaining it, recording it, storing it, updating it and sharing it. GDPR places emphasis on being accountable for and transparent about our lawful basis for processing data.

We have both of the following lawful basis's as part of our Data Protection Policy which we need to be able to rely on to undertake our service to you as our customer:

- 1. Contract** - the processing is necessary for a contract we have with you, or because we have been asked by you to take specific steps before entering into a contract.
- 2. Legitimate Interests** – this is when we have a business or commercial reason to use your information. The processing is necessary for your legitimate interests or the legitimate interests of a third party unless there is good reason to protect your data which overrides those legitimate interests.

What we use your personal information for:	Our reasons	Our Legitimate interests
To manage our relationship with you or your business	Fulfilling Contracts	Keeping our records up to date, and working out which of our products and services may interest you and telling you about them.
To develop new ways to meet our customers' needs and grow our business		Developing products and services, and what we charge for them.
To develop and carry out marketing activities		Defining types of customers for new products and services.
To study how our customers use products and services from us and other organisations		Being efficient about how we fulfil our contractual duties
To provide advice or guidance about our products and services		
To develop and manage our products and services		
To manage how we work with other companies that provide services to us and our customers		
To deliver our products and services		
To manage customer payments		
To collect and recover money that is due to us.		

Where we collect personal information from - we collect personal information about you (or your business) from the following sources:

- When you apply to become a customer.
- When you talk to us on the telephone.
- When you use our website.
- In emails or letters.
- In customer surveys.
- Payment and transaction data.
- Data from devices you use to connect to our website, using cookies.
- Data from third parties to whom we work with you.
- Companies that introduce you to us.



Who we share your personal information with – we may share your personal information with:

- Organisations that introduce you to us.
- Credit Reference Agencies.
- Any party linked with you or your business's product or service.
- Companies we have an agreement to co-operate with.
- Organisations that we introduce you to.
- Companies you ask us to share your data with.
- HM Revenue & Customs, regulators and other authorities.

Personal Information that we collect, we may collect some or all of the following personal information, this may vary according to our relationship with you:

- Name
- Date of Birth
- Gender
- Address
- Email address
- Telephone Number
- Business Name
- Job Title
- Profession
- Payment Information

If you choose not to give personal information – we may need to collect personal information by law, or under the terms of a contract we have with you. If you choose not to give us personal information, it may prevent us from meeting our obligations, it may also mean that we cannot perform services needed to run your account or contract, it could mean that we cancel a product or service you have with us.

Any data collection that is optional would be made clear to you at the point of collection.

Marketing

We may use your personal information to tell you about relevant products, services and offers.

The personal information we have for you is made up of what you tell us, and the data we collect when you use our services, or from third parties we work with.

We can only use your personal data to send you marketing information if we have either your consent or a legitimate interest.

You will still receive important information such as changes to your existing services and products.

How long we keep your personal information – we will keep your personal information for as long as you are a customer of ours, after you stop being a customer we may keep your data for up to 7 years for legal, regulatory or technical reasons.

Getting a copy of the personal information we hold on you – please contact **Kevin Wilson** or email kevin@soulfoodcollective.co.uk should you want confirmation of the personal information we hold on you.

If you want us to stop using your personal information – you can ask us to delete, remove or stop using your personal information if there is no need for us to keep it. You have the right to be 'forgotten', to 'erasure' and to 'object'.

Withdrawing your consent – you can withdraw your consent at any time. Again, please contact **Kevin Wilson**.

Complaints – please let us know if you are unhappy in any way in how we have used your personal information, again contact **Kevin Wilson**.