

## **CARING FOR LIFE**

### **PRIVACY NOTICE: SOCIAL ENTERPRISE CUSTOMERS**

#### **What is this document?**

This document is called a Privacy Notice. It explains how Caring For Life will hold and use personal information.

This is an important responsibility which we take very seriously. We aim to ensure that personal information is protected and is always used fairly and transparently.

The information in this document helps us to comply with our obligations under data protection law.

#### **Who are we?**

We are Caring For Life. Our registered address is Crag House Farm, Otley Old Road, Cookridge, Leeds LS16 7NH.

We are a registered charity and our charity number is 1174982.

Under data protection laws, we are classed as a “data controller”. This means that we are responsible for your personal information.

#### **Who is this Privacy Notice for?**

This Privacy Notice is for current and former customers of the Farm Shop, Granary Restaurant, Grab and Go and Nursery all of which Caring For Life operate as a social enterprise.

There are separate Privacy Notices for our beneficiaries, employees and supporters.

#### **How do we collect your personal information?**

Most of the personal information we collect will come from you directly. We will collect your information when you make a purchase from the Farm Shop, Granary Restaurant, Grab and Go or Nursery, when you reserve a table in the Granary Restaurant, when you sign up for our Loyalty Card, when you contact us with a query or complaint, when you enter prize draws or competitions, or when you comment on or review our products. We may ask you to complete a paper form or you may provide your information online.

#### **What information do we collect and use?**

If you visit the Farm Shop, Granary Restaurant, Grab and Go or Nursery we will collect, store, and use the following categories of personal information about you:

<u>Identity information</u>	We will ask you for your name if you make a booking in the Granary. If you contact us for another purpose or if you sign up for a Loyalty Card we will also ask you for your date of birth and your gender.
<u>Contact information</u>	We will ask you for a contact telephone number if you make a booking in the Granary. If you contact us for another purpose or if you sign up for a Loyalty Card we will also ask you for your postal address and/or your email address.
<u>Purchase information</u>	If you sign up for a Loyalty Card we will keep a record of the purchases you have made from Caring For Life.
<u>Financial information</u>	This includes your bank account details and any other information we need to receive and process the payments you make to us. We do not retain credit or debit card numbers.
<u>Photograph information</u>	This includes images of you which are captured by the CCTV systems at our premises and images taken for promotional material.
<u>“Special category” information</u>	If you make a booking in the Granary, we may collect information about any health condition which is linked to your dietary requirements.

### **Why do we need to collect and use your information?**

We will collect, store and use your information to enable us:

- to receive and process payment for the goods and services you purchase
- to maintain our Loyalty Card programme and to offer you relevant rewards
- to keep records of the purchases you make
- to send any necessary product recall notices
- to respond to queries, complaints and requests for refunds
- to send you updates, fundraising promotions and other marketing material
- to ensure that we respect your marketing preferences
- to ensure that you are safe when you come to our premises or make a booking at the Granary
- to protect our customers, employees, premises and stock from crime and to prevent and detect unlawful acts
- to monitor and make improvements to the products and services that we offer

We will use your personal information only for the purposes for which we collected it, unless we reasonably decide that we need to use it for another appropriate reason.

## **What is our legal basis for using your information?**

In most cases, we will use your information to **perform our contract** with you or to **comply with our legal obligations**.

We will also use your information where it is in our **legitimate interests** to do so. Where we propose to do this, we will consider whether your own personal rights, interests and freedoms. We will only proceed where we are satisfied that your personal interests do not override ours.

We will only use your information to send you marketing communications when we have your **explicit consent** to do so.

Where you are the main focus of a photograph, we will use that photograph for marketing purposes only where we have your **explicit consent** to do so.

## **What is our legal basis for using “special category” information?**

We will normally require your **explicit consent** to use your special category information.

We may also use special category information where we need to do so in relation to **legal claims**, where we need to do so **to protect your interests** (or someone else's interests) and you are not capable of giving your consent, or where **you have already made the information public**.

## **Automated decision-making**

We will not take any decisions about you using automated means.

## **Sharing your information outside Caring For Life**

We will share your personal information outside Caring For Life only where we are **required to do so by law** or where we have another **legitimate interest** in doing so.

We use a company called Yorkshire Payments to process all card payments. It is a leading payment processor based in the UK, and is bound by the same data protection laws that we are. All information Yorkshire Payments processes is confidential and all information Caring For Life sends to them is encrypted.

We use a third-party supplier called *Mailchimp* to send emails to our Loyalty Card holders and other customers who have told us that they wish to receive marketing information from Caring For Life. *Mailchimp* is based outside the UK, but it has confirmed that it collects and uses personal data in accordance with UK data protection laws.

We will never sell or share your personal information for any marketing purposes whatsoever.

## **Keeping your information secure**

We take appropriate security measures and have put in place appropriate technical solutions to prevent your personal information from being accidentally lost, used or accessed in an unauthorised way, altered or disclosed.

In addition, we limit access to your personal information to those who have a need to know. Everyone within Caring For Life who has access to your information has been trained on all aspects of information security and has a contractual duty of confidentiality which is strictly enforced.

### **Retaining your information**

We will retain your personal information only for as long as necessary to fulfil the purposes for which we collected it. When deciding the period for which we need to retain your information, we also take into account the amount, nature and sensitivity of the information, the risk of harm from unauthorised use or disclosure of the information, and any legal requirements which apply.

### **Your duty to inform us of changes**

It is important that the personal information we hold about you is accurate and current. Please keep us informed of any changes.

### **Your rights in connection with personal information**

You have the right to:

- **Request access** to your personal information (commonly known as a "data subject access request"). This enables you to receive a copy of the personal information we hold about you and to check that we are lawfully processing it.
- **Request correction** of the personal information that we hold about you. This enables you to have any incomplete or inaccurate information we hold about you corrected.
- **Request erasure** of your personal information. This enables you to ask us to delete or remove personal information where there is no good reason for us continuing to hold it.
- **Object** to our using your personal information where we are relying on a legitimate interest and there is something about your particular situation which makes you want to object to our doing so.
- **Request the restriction** of the way we use of your personal information. This enables you to ask us to restrict our use of your personal information, for example if you have asked us to erase it or if you have objected to the way in which we use it.
- **Request the transfer** of your personal information to someone else.

- **Withdraw consent.** If you have given us your consent to use your personal information, you can withdraw your consent at any time. Specifically, you have the right to ask us to stop using your personal information for direct marketing activity. We will always comply with such a request.

If you wish to exercise any of your rights, please contact Tim Parkinson, our Data Protection Officer. You can do so by writing to him at our registered address above, or by emailing him at [privacy@caringforlife.co.uk](mailto:privacy@caringforlife.co.uk).

We aim to respond to all requests within one month. Occasionally it could take us longer 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.

You will not have to pay a fee to access your personal data (or to exercise any of the other rights). However, we may charge a reasonable fee if your request is clearly unfounded, repetitive or excessive. Alternatively, we could refuse to comply with your request in these circumstances.

### **Further information and complaints**

If you wish to discuss any privacy or data protection matter or if you wish to make a complaint, please contact our Data Protection Officer whose name and contact details are given above.

You may also make a complaint at any time to the Information Commissioner's Office, the UK's supervisory authority for data protection matters. Contact details are available at [www.ico.org.uk](http://www.ico.org.uk)