



## Pepperneck privacy policy

This privacy policy sets out how Pepperneck uses and protects any information that you give Pepperneck.

Pepperneck is committed to ensuring that your privacy is protected. Should we ask you to provide certain information by which you can be identified then you can be assured that it will only be used in accordance with this privacy statement.

We keep our privacy notice under regular review and you should check back regularly to ensure you are aware of changes to it. This policy is effective from 25<sup>th</sup> May 2018.

### **What we collect**

We may collect the following information:

- name and job title, including employers name
- contact information including email address
- we may collect your IP address and cookies via our website

### **What we do with the information we gather**

We require this information to understand your needs and provide you with a better service, and in particular for the following reasons:

- Internal record keeping.
- We may use the information to improve our products and services.
- We may periodically send promotional emails about new products or other information which we think you may find interesting using the email address which you have provided.
- From time to time, we may also use your information to contact you for market research purposes. We may contact you by email, phone or mail. We may use the information to customise our website according to your interests.
- When using our digital services, such as our website or other digital services, we gather data from you using cookies and other internet tracking software, such as Google Analytics. The purpose of this is to understand how you are using our services and to provide you with better and enhanced information.

### **Legitimate Interest & Marketing**

1. We may process your data for the purposes of our own legitimate interests provided that those interests do not override any of your own interests, rights and freedoms which require the protection of personal data. This includes processing for marketing, business development, statistical and management purposes.



2. If you are an existing client or contact, we will send you information about other products, events and services that we feel may be of interest to you. You have a right at any time to ask us to stop contacting you for marketing purposes.
3. We will never sell your data to a third party for marketing purposes.

## **Security**

We are committed to ensuring that your information is secure. In order to prevent unauthorised access or disclosure, we have put in place suitable physical, electronic and managerial procedures to safeguard and secure the information we collect online.

## **How we will share your data**

1. Your information will be retained within Pepperneck except where disclosure is required or permitted by law or when we use third party service providers (data processors) to supply and support our services to you.
2. We may also pass your data to third party external organisations where we are required by law, where it is necessary to administer the relationship between us or where we have another legitimate interest in doing so.
3. We use third-party service providers such as agents, subcontractors and other organisations to help us provide services to you. These would include:
  1. Logistic partners such as DHL, UPS;
  2. email and secure Document exchange systems WeTransfer, iContact

All of our third-party service providers are required to take commercially reasonable and appropriate security measures to protect your personal data. We only permit our third-party service providers to process your personal data for specified purposes and in accordance with our instructions.

To deliver products and services to you, we may send your data outside of the European Economic Area (EEA). Where this is the case, we will take reasonable steps to ensure that your data is protected in the same way as if it was being used in the EEA.

## **Data Retention**

We will only retain your personal data for as long as is necessary to fulfil the purposes for which it is collected.

When assessing what retention period is appropriate for your personal data, we take into consideration:

- the requirements of our business and the services provided;



- any statutory or legal obligations;
- the purposes for which we originally collected the personal data;
- the lawful grounds on which we based our processing;
- the types of personal data we have collected;
- the amount and categories of your personal data; and
- whether the purpose of the processing could reasonably be fulfilled by other means.

### **How we use cookies**

A cookie is a small file which asks permission to be placed on your computer's hard drive. Once you agree, the file is added and the cookie helps analyse web traffic or lets you know when you visit a particular site. Cookies allow web applications to respond to you as an individual. The web application can tailor its operations to your needs, likes and dislikes by gathering and remembering information about your preferences.

We use traffic log cookies to identify which pages are being used. This helps us analyse data about web page traffic and improve our website in order to tailor it to customer needs. We only use this information for statistical analysis purposes and then the data is removed from the system.

Overall, cookies help us provide you with a better website, by enabling us to monitor which pages you find useful and which you do not. A cookie in no way gives us access to your computer or any information about you, other than the data you choose to share with us.

You can choose to accept or decline cookies. Most web browsers automatically accept cookies, but you can usually modify your browser setting to decline cookies if you prefer. This may prevent you from taking full advantage of the website.

### **Links to other websites**

Our website may contain links to other websites of interest. However, once you have used these links to leave our site, you should note that we do not have any control over that other website. Therefore, we cannot be responsible for the protection and privacy of any information which you provide whilst visiting such sites and such sites are not governed by this privacy statement. You should exercise caution and look at the privacy statement applicable to the website in question.

### **Controlling your personal information**

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 [enquiries@pepperneck.com](mailto:enquiries@pepperneck.com)

We will not sell, distribute or lease your personal information to third parties unless we have your permission or are required by law to do so.

You may request details of personal information which we hold about you under the Data Protection Act 1998. If you would like a copy of the information held on you please email [enquiries@pepperneck.com](mailto:enquiries@pepperneck.com)



If you believe that any information we are holding on you is incorrect or incomplete, please email us as soon as possible, at the above address. We will promptly correct any information found to be incorrect.

If you have any questions, comments, complaints or suggestions in relation to this notice, or any other concerns about the way in which we process information about you, please contact us:

Pepperneck Limited, 4 Nimrod House, Sandy's Road, Worcestershire WR14 1JJ  
Email: [enquiries@pepperneck.com](mailto:enquiries@pepperneck.com)  
Telephone: 01684 578546