

# Lingwood Food Services public privacy notice

We ask that you read this privacy promise carefully as it contains important information on who we are, how and why we collect, store, use and share personal information, your rights in relation to your personal information and on how to contact us and other organisations in the event you have a complaint. Please see the section on 'Your rights' for more information.

## Introduction

We are Lingwood Food Services. In order that we can provide you information about our services and to deliver services to you we need to process your personal information.

Personal information means any information about you from which you can be identified, but it does not include information where your identity has been removed (anonymous data).

As the 'controller' of personal information, we are responsible for how that data is managed. The [General Data Protection Regulation](#) ("GDPR"), which applies in the United Kingdom and across the European Union, sets out our obligations to you and your rights in respect of how we manage your personal information.

As the 'controller' of your personal information, we will ensure that the personal information we hold about you is:

1. used lawfully, fairly and in a transparent way.
2. collected only for valid purposes that we have clearly explained to you and not used in any way that is incompatible with those purposes.
3. relevant to the purposes we have told you about and limited only to those purposes.
4. accurate and kept up to date.
5. kept only as long as necessary for the purposes we have told you about.
6. kept securely.

If you have any questions about this privacy notice or would like further explanation as to how your personal information is managed then please contact us (see 'How to contact us' below).

## Purposes of processing

Purpose of processing	Examples
Direct Marketing	<ul style="list-style-type: none"><li>• Sending information about our products and service to you.</li><li>• Monitoring the effectiveness and improving our marketing activity</li></ul>
Managing the sales process	<ul style="list-style-type: none"><li>• Planning site visits, travel and accommodation requirements</li><li>• Providing quotes and estimates</li></ul>
Fulfilling orders	<ul style="list-style-type: none"><li>• Delivering equipment and providing services</li><li>• Providing invoicing and billing and other documentation</li></ul>
IT Support	<ul style="list-style-type: none"><li>• To ensure that our systems are backed up and secure.</li></ul>

## Personal data we process

Our primary activity is business-to-business activity and so our processing of personal data is limited. However in the course of business we will process

- Name
- Basic contact details
- Purchase details
- Website and marketing emails accessed e.g.
  - IP Address
  - Pages of website accessed
  - Emails opened and links clicked.

## Who has access to your personal data

In order to operate our business and deliver our services we rely on third parties to provide specialist support to us. To provide this support they will have access to, or a duty of care over your personal information. These providers are:

- Shipping, Installation and Equipment suppliers
- Cloud CRM provider - to manage our marketing activities
- IT Support provider - to provide support services and backup for our IT systems

## International transfer

All your personal data is stored and processed on systems that are within the European Economic Area (EEA) and offer the same level of legal protection and rights over your data.

In certain situations we transfer your personal information to countries which are located outside the European Economic Area (EEA):

This international transfer is under Article 49(1)(b) - the transfer is necessary for the performance of a contract between the data subject and the controller

## Retention schedule

Type of data	Retention period
Existing customer	20 years after last purchase
Prospective customer	20 years after initial contact

## Legal basis for processing

We rely on the following grounds within the GDPR:

- Article 6(1)(b) – processing is necessary for the negotiation or performance of our **contracts** to provide you with our products and services
- Article 6(1)(f) – in pursuit of **legitimate interests**
  - To provide direct marketing to existing and prospective customers (we will include an unsubscribe link in all marketing emails)

## Your rights

Under the [GDPR](#) you have important rights free of charge. In summary, those include rights to:

- fair processing of information and transparency over how we use your personal information;
- access to your personal information and to certain other supplementary information that this Privacy Notice is designed to address;
- require us to correct any mistakes in your information which we hold;
- require the erasure (i.e. deletion) of personal information concerning you, in certain situations. Please note that if you ask us to delete any of your personal information which we believe is necessary for us to comply with our contractual or legal obligations, we may no longer be able to provide care and support services to you;
- receive the personal information concerning you which you have provided to us, in a structured, commonly used and machine-readable format and have the right to transmit those data to a third party in certain situations;
- object at any time to processing of personal information concerning you for direct marketing;
- object to decisions being taken by automated means which produce legal effects concerning you or similarly significantly affect you;
- object in certain other situations to our continued processing of your personal information;
- otherwise restrict our processing of your personal information in certain circumstances;
- claim compensation for damages caused by our breach of any data protection laws;

For further information on each of those rights, including the circumstances in which they apply, see the [Guidance from the UK Information Commissioner's Office \(ICO\) on individuals' rights under the General Data Protection Regulation](#).

## How to complain

We hope that we can resolve any query or concern you raise about our use of your information.

The [GDPR](#) also gives you right to lodge a complaint with a supervisory authority, in particular in the European Union (or European Economic Area) state where you work, normally live or where any alleged infringement of data protection laws occurred. The supervisory authority in the UK is the Information Commissioner who may be contacted at <https://ico.org.uk/concerns/> or telephone: 0303 123 1113.

## Data controller details

Lingwood Food Services, Unit 7,8 & 9 Tomo Business Park, Tomo Road, Stowmarket, Suffolk, IP14 5EP

## How to contact us

- **Email** – [privacy@lingwood.net](mailto:privacy@lingwood.net)
- **Post** –FAO: Data Controller, Lingwood Food Services, Unit 7,8 & 9 Tomo Business Park, Tomo Road, Stowmarket, Suffolk, IP14 5EP
- **Telephone** – 01449 771202