



## PRIVACY POLICY

This Privacy Policy sets out the basis on which any personal data we collect from you, or that you provide to us, will be processed by us. This Privacy Policy also sets out how you can instruct us if you prefer to limit the use of that personal data and the procedures that we have in place to safeguard your privacy.

Taste Creative is the data controller and we are responsible for your personal data (referred to as “we”, “us” or “our” in this policy notice).

Please read the following carefully to understand our views and practices regarding your personal data and how we will treat it.

### *Our contact details*

**Name:** Taste Creative Ltd, **Director:** Geoff Curtis

**Address:** 31 Wyatt Road, Staines. TW18 2AY

**Phone Number:** 07967 560713

**E-mail:** geoff@taste-creative.co.uk

If you are not happy with any aspect of how we collect and use your data, you have the right to complain to the Information Commissioner’s office (ICO), the supervisory authority for data protection issues. We would be grateful if you contact us first if you do have a complaint so that we may try and resolve it for you.

### *The type of personal information we collect about you*

We currently collect and process the following information:

- **Personal identifiers, contacts and characteristics** (for example, name and contact details)
- **Financial & Transaction Data** (including bank account and payment card details, details of payments made between us and you)
- **Profile Data** may include your username and password, purchases or orders, your interests, preferences, feedback and survey responses
- **Technical Data** may include your login data, internet protocol addresses, browser type and version, browser plug-in types and versions, time zone setting and location, operating system and platform and other technology on the devices you use to access this site



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- **Usage Data** may include information about how you use our website, products and services
  - **Marketing and Communications Data** may include your preferences in receiving marketing communications from us and our third parties and your communication preferences.

Where we are required to collect personal data by law, or under the terms of the contract between us and you do not provide us with that data when requested, we may not be able to perform the contract (for example, to deliver goods or services to you). If you don't provide us with the requested data, we may have to cancel a product or service you have ordered but if we do, we will notify you at the time

### *How we get the personal information and why we have it*

Most of the personal information we process is provided to us directly by you for one of the following reasons:

- filling in forms on our site (or otherwise) or by communicating with us by post, phone, email or otherwise, including when you;
- enquire or order our products or services
- confirm an event and enter a contract with us
- subscribe to our service or publications
- request resources or marketing be sent to you
- enter a competition, prize draw, promotion or survey; or
- give us feedback

We also receive personal information indirectly, from the following sources in the following scenarios:

- Analytic providers such as Google
- Advertising networks social media

We will only use your personal data when legally permitted. The most common uses of your personal data are:

- Where we need to perform the contract between us.
- Where it is necessary for our legitimate interests (or those of a third party) and your interests and fundamental rights do not override those interests.
- Where we need to comply with a legal or regulatory obligation.



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- Generally, we do not rely on consent as a legal ground for processing your personal data, other than in relation to sending marketing communications to you via email or text message. You have the right to withdraw consent to marketing at any time by emailing us at [geoff@taste-creative.co.uk](mailto:geoff@taste-creative.co.uk)

We may have to share your personal data with the parties set out below;

- To help us in the fulfilment of a contract or service to you
- Service providers who provide IT and system administration and marketing services.
- Professional advisers including lawyers, bankers, auditors and insurers who provide consultancy, banking, legal, insurance and accounting services.
- HM Revenue & Customs, regulators and other authorities based in the United Kingdom and other relevant jurisdictions who require reporting of processing activities in certain circumstances.
- Third parties to whom we sell, transfer, or merge parts of our business or our assets.

We require all third parties to whom we transfer your data to respect the security of your personal data and to treat it in accordance with the law. We only allow such third parties to process your personal data for specified purposes and in accordance with our instructions.

Under the General Data Protection Regulation (GDPR), the lawful bases we rely on for processing this information are:

- (a) Your consent. You are able to remove your consent at any time. You can do this by contacting [geoff@taste-creative.co.uk](mailto:geoff@taste-creative.co.uk)**
- (b) We have a contractual obligation.**
- (c) We have a legal obligation.**
- (d) We have a vital interest.**
- (e) We need it to perform a public task.**
- (f) We have a legitimate interest.**



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### *Our Marketing communications*

You will receive marketing communications from us if you have:

- requested information from us or purchased goods or services from us; or
- if you provided us with your details and ticked the box at the point of entry of your details for us to send you marketing communications; and
- in each case, you have not opted out of receiving that marketing.

We will get your express opt-in consent before we share your personal data with any third party for marketing purposes. You can ask us or third parties to stop sending you marketing messages at any time by emailing us at [geoff@taste-creative.co.uk](mailto:geoff@taste-creative.co.uk) at any time.

Where you opt out of receiving our marketing communications, this will not apply to personal data provided to us as a result of a product/service purchase, warranty registration, product/service experience or other transactions.

### *How we store your personal information*

Your information is securely stored at our business premises.

We will only retain your personal data for as long as necessary to fulfil the purposes we collected it for, including for the purposes of satisfying any legal, accounting, or reporting requirements.

To determine the appropriate retention period for personal data, we consider the amount, nature, and sensitivity of the personal data, the potential risk of harm from unauthorised use or disclosure of your personal data, the purposes for which we process your personal data and whether we can achieve those purposes through other means, and the applicable legal requirements.

By law we have to keep basic information about our customers (including Contact, Identity, Financial and Transaction Data) for six years after they cease being customers for tax purposes.

In some circumstances you can ask us to delete your data: see below for further information.

In some circumstances we may anonymise your personal data (so that it can no longer be associated with you) for research or statistical purposes in which case we may use this information indefinitely without further notice to you.



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### *Your data protection rights*

Under data protection law, you have rights including:

**Your right of access** - You have the right to ask us for copies of your personal information.

**Your right to rectification** - You have the right to ask us to rectify personal information you think is inaccurate. You also have the right to ask us to complete information you think is incomplete.

**Your right to erasure** - You have the right to ask us to erase your personal information in certain circumstances.

**Your right to restriction of processing** - You have the right to ask us to restrict the processing of your personal information in certain circumstances.

**Your right to object to processing** - You have the right to object to the processing of your personal information in certain circumstances.

**Your right to data portability** - You have the right to ask that we transfer the personal information you gave us to another organisation, or to you, in certain circumstances.

You are not required to pay any charge for exercising your rights. If you make a request, we have one month to respond to you.

### *How to complain*

If you have any concerns about our use of your personal information, you can make a complaint to us at [geoff@taste-creative.co.uk](mailto:geoff@taste-creative.co.uk)

You can also complain to the ICO if you are unhappy with how we have used your data.

The ICO's address:

Information Commissioner's Office

Wycliffe House, Water Lane, Wilmslow, Cheshire. SK9 5AF

Helpline number: 0303 123 1113

ICO website: <https://www.ico.org.uk>

**Date completed: February 2022**