

Customer/Supplier Privacy Notice

Protecting your privacy is important to us. We believe the confidentiality and protection of our customer and supplier information is one of our most fundamental responsibilities. Whether you are an existing customer, supplier or are considering a relationship with us, you have an interest in how we collect, use, retain and secure non-public personal information.

Please read this privacy notice 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 how to contact us in the event you have a complaint.

Who We Are

Dairy Partners (which includes Dairy Partners Limited and Dairy Partners Cymru Wales Limited) collects, uses and is responsible for certain personal information about you. When we do so, we are regulated under the General Data Protection Regulation which applies across the European Union (including the United Kingdom) and we are responsible as a 'Controller' of that personal information for the purposes of those laws.

The personal information we collect and use

What personal information do we collect?

We will collect personal information from existing and potential customers and suppliers in a variety of ways which can include:

- When enquiries are made about our products and services
- Through our ordering and delivery processes
- When we interact using social media platforms
- When you respond to communications from us (such as questionnaires or surveys) or contact us offline (such as by telephone, fax, SMS, email or post);

We collect the following personal information from existing and potential customers and suppliers when provided to us:

- Email address
- Name of the relevant contact
- Company address
- Company telephone and mobile numbers
- Details of the services/products provided by suppliers

In relation to billing and financials matters for customers and suppliers, in addition to the above we also collect the following personal information when provided to us:

- Bank account details
- The terms and conditions of your contract with us

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When setting up new customers we carry out credit checks using professional credit referencing agencies such as Experian.

Information collected from other sources

From time to time we may obtain certain data about you from third party or publicly available sources (such as public databases, social media platforms, third party data provided by our marketing partners to help us provide and improve our products). We take steps to ensure that such third parties are legally permitted or required to disclose such information to us. Examples of the information we might receive from other sources include email address, name, company address, company telephone and mobile telephone number.

We may combine your personal information with data we obtain or from third parties to enhance the service we provide to you.

How we use your personal information

We use your personal information to:

- process an order you have made, carry out or exercise our rights and obligations arising from any orders and notify you of the progress of or any issues in fulfilling your order;
- maintain accurate and up to date customer and supplier records and contact details;
- manage our relationship with you (for example, customer services and support and after sales support services);
- pay suppliers in accordance with their payment terms;
- provide you with information we are required to send to comply with any regulatory or legal obligations;
- contact you to see if you would like to take part in customer research (such as feedback on our products);
- deliver targeted advertising, marketing or information to you which may be useful to you, based on your use of our products;
- respond to complaints or account enquiries;
- monitor and undertake analysis based on previous requests for our products and to contact you with information on new products which we feel may be of interest to you;
- detect, prevent, investigate or remediate, crime, illegal or prohibited activities or to otherwise protect our legal rights (including liaison with regulators and law enforcement agencies for these purposes);
- ensure effective general business administration;
- respond to and defend against legal claims.

We will not collect any special categories of personal information (i.e. particularly sensitive information such as ethnic origin, religious and/or political beliefs) about our customers or supplies at any point.

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Who we share your personal information with

We will share your personal information with:

- Employees of Dairy Partners, including Directors, Finance and Sales Support and Production teams for the purposes set out in this Privacy Notice;
- Third parties who process information on our behalf which may relate to processing orders, payment processing, internet service and platform providers, and those organisations we may engage to help us send communications to you so that they may help us provide you with the products and information you have requested or which we believe will be of interest to you;
- Partners which may help us provide you with products;
- Third parties where you have a relationship with that third party and have requested and consented to us sending information;
- Law enforcement or other authorities if required by law;
- Credit reference and fraud prevention agencies;
- Regulators to meet our legal and regulatory obligations;
- Any third party in the context of actual or threatened legal proceedings, provided we can do so lawfully (for example in response to a court order);
- Professional advisors or auditors for the purposes of seeking professional advice or to meet our audit responsibilities;
- Another organisation if we sell or buy (or negotiate to sell or buy) any business or assets;
- Another organisation to whom we may transfer our agreement with you.

We will not transfer your data to countries outside of the European Economic Area unless the transfer is:

- made with your consent;
- necessary for the performance of a contract between you and us or for pre-contractual steps taken at your request; or
- necessary for the performance of a contract made in your interests between us and a third party.

We will not share your personal information with any other third party.

Does personal information have to be provided by you, and why

We need to collect personal information initially to consider whether we enter into a contract with a potential customer or supplier, and following the placement of a contract, to meet our obligations under this contract. This will include contacting customers and suppliers about orders, deliveries, returns, payments and give/receive feedback.

You have some obligations under your contract agreement with Dairy Partners to provide relevant information in order for us to fulfil our contractual obligations to you and to ensure that the information you provide is accurate and up to date.

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How long your personal information will be retained

Where we are using your personal information as permitted by law, or with your consent, we will retain this personal information:

- only for as long as it is required to fulfil the purposes for which the information has been collected and afterwards for as long as is necessary and relevant for our legitimate business purposes; or
- until you object to our use of your personal information (where we have a legitimate business interest in using your personal information); or
- until you withdraw your consent (where you consented to us using your personal information).

However, where we are required by applicable law to retain your personal information for a longer period or where your personal information is required for us to assert or defend against legal claims, we will retain your personal information until the end of the relevant retention period or until the claim in question has been settled.

Where we no longer need your personal information, we will dispose of it in a secure manner (for example the shredding of paper copies and deleting electronic records from our IT systems, customer and supplier lists).

Legal Basis for processing

We collect and process your personal information for a variety of different purposes as set out in this Privacy Notice. We collect and use your personal information under the following lawful basis:

- Contractual – because you have asked us to do something before entering into a contract, where our use of your information is necessary for us to fulfil our contractual obligations to you, where we are contacting you in relation to any issues with your order, or where we need to provide your personal information to our service providers related to the provision of our products.
- Legitimate Interest – where our use of your information is for the purposes of our legitimate interests and we have made sure that your information, and your rights in relation to that information, are protected. Examples of where we may rely on this legal basis is:
 - to ensure network and information security;
 - to develop and improve our products (to help find out what information, products are most likely to interest you and to send or show you information and offers for these products);
 - to communicate with you regarding our products, including to provide you with important notices regarding changes to our terms and to address and respond to your requests, inquiries, and complaints.
 - to send you surveys in connection with our products.

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- to enforce our terms or this Privacy Notice, or agreements with third parties.
- to assist in the investigation of suspected illegal or wrongful activity, and to protect and defend our rights and property, or the rights or safety of third parties.
- **Legal Obligation** – where we believe it is necessary to use your information to comply with laws, regulators, court orders, or other legal obligations to which we are subject, or pursuant to legal process.
- Consent – where we have your consent. Where we rely on consent to use your information, you have the right to withdraw that consent at any time by contacting our Data Protection Compliance Manager (see ‘How to contact us’ below), provided that we are not required by applicable law or professional standards to retain such information.

Your rights

Under the General Data Protection Regulation you have a number of important rights. These include the right 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 already designed to address;
- require us to correct any mistakes in your information which we hold;
- require the erasure of personal information concerning you in certain situations;
- 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 that 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.

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.

If you would like to exercise any of those rights, please:

- email, call or write to our Data Protection Compliance Manager (see ‘How to contact us’ below);
- let us have enough information to identify you;
- let us have proof of your identity and address (a copy of your driving licence or passport and a recent utility or credit card bill); and
- let us know the information to which your request relates.

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Keeping your personal information secure

We have appropriate security measures in place to prevent personal information from being accidentally lost, used or accessed in an unauthorised way. We limit access to your personal information to those who have a genuine business need to know it.

Those processing your information will do so only in an authorised manner and are subject to a duty of confidentiality.

We also have procedures in place to deal with any suspected data security breach. We will notify you and any applicable regulator of a suspected data security breach where we are legally required to do so.

How to complain

We hope that our Data Protection Compliance Manager can resolve any query or concern you raise about our use of your personal information.

The General Data Protection Regulation also gives you the 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.

Changes to this privacy notice

We may change this Privacy Notice from time to time. We will always update this Privacy Notice on our website (www.dairypartners.co.uk), so please try to read it when you visit the website.

If we make material changes to this Privacy Notice, we will notify you either by prominently posting a notice of such changes prior to implementing the changes or by directly sending you a notification. We encourage you to review this Privacy Notice frequently to be informed of how we are collecting, using, retaining, protecting, disclosing, and transferring your information.

How to contact us

Please contact our Data Protection Compliance Manager if you have any questions about this privacy notice or the information we hold about you.

Contact DCM@dairypartners.co.uk or 01453 828890

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