

## Your Privacy

### Privacy Statement

This section explains our policy regarding any personal information which you might supply to us when you visit this site. We take your right to privacy and confidentiality very seriously and we comply with the Data Protection Act 1998 and related data protection legislation, including the EU GDPR (General Data Protection Regulation). When Fresh Ltd is registered with the ICO (Information Commissioner's Office) under the Data Protection Act 1998, registration number ZA009664.

### Your privacy is important to When Fresh Ltd

We use the information we collect about you to process orders and to provide an improved service for both our customers and visitors. When Fresh Ltd wants to help you maintain your privacy on the internet. This site is maintained by When Fresh Ltd.

### What information will I need to provide?

You can visit our site without providing us with any information about yourself. You will however have to provide personal details when you wish to login as a registered client or services from the site. To register you will have to provide an authenticated password via our encryption software to fully identify yourself.

If you want to order goods or services from us, you will need to be a registered client.

### Information collection and use

We do not collect any personal information without your consent. We do log your IP address (the Internet address of your computer) to provide us with an idea of which part of the site you visit and how long you spend there.

Your IP address is not linked to anything personally identifiable. We also log the computer, operating system and browser type that you are using. This information is automatically provided by your browser.

In some cases, you may voluntarily provide personal information when you complete a specific form or an order for products at the site. This information is used by When Fresh Ltd to assist us in responding to whatever query or other interest you may have expressed. In addition, When Fresh Ltd may combine this information with other users' information and review it in an aggregated form to understand the types of individuals who use the site, raise particular types of questions or express particular types of interest.

Our web site does not enable our visitors to communicate with other visitors or to post information to be accessed by others.

## Referred website links

The web site operated by When Fresh Ltd may provide links to other sites. When you click on one of these links your browser will download pages from the other site. You should satisfy yourself that you are comfortable with the privacy policy adopted by any site you visit. When Fresh Ltd supports and advocates ethical policies with regards to privacy and data protection but cannot be held responsible for the actions of any other site.

Although we take reasonable steps to validate links, such links are for information only and do not represent any undertakings as to the availability, merits or behaviour of any site or organisation.

## "Cookies"

Sometimes it is useful for the When Fresh Ltd web site to remember you when you come back to the site. The way we do this is by storing a small file on your computer, known as a "cookie" which can only be seen by the When Fresh Ltd web site and will not expose you to any security risk. A cookie is perfectly safe and doesn't affect the performance of your computer in any way but it does mean that if you are using the same computer we can recognise you when you come back to our site.

We do not use cookies to store personal data nor do we link non-personal information stored in cookies with personal data about specific individuals.

## Data Protection

As required by the UK Data Protection Acts of 1984 and 1998, we follow strict security procedures in the storage and disclosure of the information you have given to us.

This Privacy Policy is compliant with the Data Protection Act 1998 and associated legislation. We have implemented security policies, rules and technical measures to protect the personal data that we have under our control from:

- unauthorised access
- improper use or disclosure
- unauthorised modification
- unlawful destruction or accidental loss

All our employees and data processors, who have access to, and are associated with the processing of personal data, are obliged to respect the confidentiality of our visitors' personal data.

We ensure that your personal data will not be disclosed to State institutions and authorities except if required by law or other regulation.

### **Does When Fresh Ltd divulge information it holds to third parties?**

Information that you provide us will be used solely by us or a third party where necessary to fulfil your order unless you have indicated that we may send you information about important functionality changes to the web site or new When Fresh Ltd services and products.

It is currently When Fresh Limited's policy not to pass on any information which you provide to us to any third party unless it is required in order to fulfil your order.

### **Do we hold information on you?**

On provision of proof of identity, we will provide you without charge with a copy of the personal data which we keep about you. You can ask us whether we are keeping personal data about you and you may request any such information by using one of the following methods:

1. sending an email ([info@whenfresh.co.uk](mailto:info@whenfresh.co.uk))
2. sending postal mail to this address: When Fresh Ltd Limited, 17 Kings Hill Avenue, Kings Hill, West Malling, Kent ME19 4UA or calling this telephone number: 0207 993 5818

## Contact Details

As part of our account registration process, personal information is provided by you to us and is only used to service and fulfil your account. This information may include, but is not limited to:

1. name;
2. gender;
3. job title;
4. profession;
5. company;
6. contact information such as email address(es), telephone number(s) and postal address(es);

## Your Rights

You have several rights in relation to your personal data. You have a right to:

1. access a copy of your personal data held by us;
2. request rectification of your personal data if it is inaccurate or incomplete;
3. request erasure of your personal data in certain circumstances;
4. restrict our use of your personal data in certain circumstances;
5. move (or port) personal data which you have given us to process on the basis of your consent or for automated processing;
6. object to the processing of your data where our legal basis for processing your data is our legitimate interests; and
7. not to be subject to a decision based on automated processing, including profiling which has legal or similar significant affects.

We will respond to your request in writing, or orally if requested, as soon as practicable and in any event not more than within one month after of receipt of your request. We may request proof of identification to verify your request. This When Fresh Ltd Limited privacy notice is designed to meet these requirements. If you have any concerns, please contact us on the contact details provided at the bottom of this page.

## Complaints to the Information Commissioner

If you are not satisfied with our use of your personal data or our response to any request by you to exercise any of your rights, you have the right to lodge a complaint with the Information Commissioner's Office (ICO) whose website is <https://ico.org.uk/> and telephone number: 0303 123 1113

## How do I amend my details?

E-mail us using this address: [info@whenfresh.co.uk](mailto:info@whenfresh.co.uk)

## Children's Privacy

We do not knowingly collect personal data from children.

## Privacy Policy Changes

When Fresh Ltd's privacy policy is subject to change at any time and without notice. Last updated 24th May 2018.

**Please send any comments about this website or privacy policy to [info@whenfresh.co.uk](mailto:info@whenfresh.co.uk)**