



## PRIVACY POLICY

**Pacific West takes great pride in providing excellent customer service and protecting personal information. We are grateful for the trust that both suppliers and customers place in us, and we use all personal information given to us responsibly. We also believe that you as a customer have a right to know how we will use this information, and this policy sets out your rights, the data protection principles we follow, and how we protect any information that you provide us with.**

We will only share information you give us with others in order to fulfil our role in providing a quick and easy service. They promise never to share information with others (unless we are required to do so by law). At all times, information will only be used in accordance with this privacy policy.

### **What this policy covers.**

The [www.pacificwestfoods.co.uk](http://www.pacificwestfoods.co.uk) website is operated by Pacific West Foods (UK) Ltd, 3 Willowside Park Canal Road Trowbridge Wiltshire BA14 8RH (Company Registration number: 04497738)

This policy explains how we may use information we collect about you, as well as your rights over any personal information we hold about you. Please read this policy, together with the Terms and Conditions carefully as by accessing the website or associated applications you confirm to have understood and agreed to them.

### **What personal information we collect about you.**

We collect information through e-mail list sign-ups, Pacific West website forms and third-party competitions. We ask your consent for this, and do this so that we can send marketing information about new products, special offers or other information which we think subscribers may find interesting.

We may collect the following information:

- Name
- Contact information including email address and mobile contact number
- Demographic information such as postcode, preferences and interests
- Other information relevant to customer surveys and/or offers

We collect information about you when you:

- visit the site.
- take part in promotions, competitions, customer surveys and questionnaires.
- contact customer services in any way.

Depending on how you use our services the types of information we collect may include:

- Your name
- Your email address
- Your location



- Your billing address(es)
  - Your shipping address(es) or the stores(s) where you opt to collect orders
  - Your phone number(s)
  - Whether or not you agree to marketing emails
  - Details about 3<sup>rd</sup> parties that you share with us such as the name, address and telephone number of someone you send an order to
  - Information about how you use the site – like which pages you visit
  - Information about what you order and when and how you order
  - Correspondence between you and us
- This is an indicative list only and other personal information may be collected from time to time.

Whenever you are asked to fill in a form on our website, look for the box that you can click to indicate that you consent to your information being used by Pacific West for marketing purposes. If you don't tick it, we won't use it.

If you have previously given consent you may change your mind at any time. You will be given the opportunity to unsubscribe in every marketing email or you can do so by emailing us at [enquiry@pacificwestfoods.co.uk](mailto:enquiry@pacificwestfoods.co.uk)

The website may contain links to other sites which are outside of our control and not covered by this Privacy Policy. The operators of these sites may collect information from you that will be used by them in accordance with their policy, which may differ from ours.

### **How and why we use your personal data.**

Collecting your personal information helps us to better understand what you need from us. We only collect the information necessary for us to provide you with our services. We use your information to:

- manage and improve the site.
- personalise and provide our services to you
- administer and operate your account.
- process your orders
- tell you about important changes to the site and our services.
- understand your shopping behaviour to develop and improve our products and services
- manage promotions, competitions, customer surveys and questionnaires.

### **Retention of your personal data.**

We collect information from everyone who makes a purchase with us. We require this information because we have a legitimate interest in fulfilling our service to you, and in understanding your needs. We have a legal obligation to keep this information for 7 years. At the end of each year we will delete all expired contractual and consenting data.

### **How we protect your personal data.**

Pacific West is committed to ensuring that your privacy is protected and 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. We regularly review our processes to ensure they meet our high standards.



## **Your marketing preferences and market research.**

We may contact you:

- with offers and information about the products and services we offer via the site or for customer research e.g. to help improve our services

Of course the choice is entirely yours but if you say that you do not want to receive marketing information from us this will prevent you from receiving great offers or promotions that may be of interest to you.

We like to hear your views to help us to improve our service. From time to time we may contact you to ask your opinions but we will only do this if you are opted in to marketing communications.

## **Your rights.**

Your personal information is owned by you. When you give information to us, you do so in trust, and we are the 'Controller' of the information, following this privacy policy. If you have any questions or issues with the way in which we are using your data you have the following rights:

- You can ask to see what information we hold on you (right of access)
- You can ask for information to be corrected
- You can ask to receive a copy of the information we hold on record for you (right to portability)
- You can ask us to delete any information we have about you (right to be forgotten)
- You can object to the way in which we use your information
- You can complain to the supervisory authority.

If you wish to enact any of these rights then you can do so by emailing [enquiry@pacificwestfoods.co.uk](mailto:enquiry@pacificwestfoods.co.uk). If you believe that any information we are holding on you is incorrect or incomplete, or you would like to know more please write to or email us.

To obtain a copy of the information that we hold about you please write to: Data Compliance Manager, Pacific West Foods (UK) Ltd, 3 Willowside Park Canal Road Trowbridge Wiltshire BA14 8RH Email: [enquiry@pacificwestfoods.co.uk](mailto:enquiry@pacificwestfoods.co.uk)

## **Updates to this policy.**

This policy replaces all previous versions and is correct as of 30 November 2019. We reserve the right to change this policy at any time and will keep it up to date so please visit this page again to check for the latest version.