



## Privacy Policy

Phat Retail Limited and Phat Pasties Limited, trading as The Phat Pasty Co, also referred to below as 'We', 'Us', 'Our') are committed to protecting our customer privacy and take our responsibility regarding the security of customer information very seriously. We will be clear and transparent about the information we are collecting and what we will do with that information.

To comply with the Data Protection Act, we have a duty to tell you how we store the information we collect and how it is used. Any information you do submit will be stored securely and will never be passed on or sold to any third party.

This privacy policy explains how we use any personal information we collect about you when you contact us.

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### 1. WHAT INFORMATION DO WE COLLECT ABOUT YOU?

We collect information about you when you fill in forms on paper, or on our website, and when you contact us by telephone or email.

The information we collect may include:

- your name, address, email address, phone number;
- if setting up a credit account, then we will collect company contact information and company registration information;
- information relating to your general business and its requirements;
- Credit and debit card details for deposits and payments.

Please note: For full details regarding data collection used on our website, including Google Analytics, please visit [www.phatpasty.com](http://www.phatpasty.com) and view our Privacy & Cookie Policy at the bottom of the home page.

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### 2. HOW WILL WE USE THE INFORMATION ABOUT YOU?

We collect information about you to:

- provide you with any information, services or advice that you request from us;
- manage your account, process invoices and payments;
- manage our relationship with you as our customer or supplier;
- and, if you sign up to our newsletter or agree to be added to our mailing list when you complete a contact form, email you about products and services we offer which we feel may be of interest to you. You will also have the choice to opt in or opt out of receiving such communications on every e-communication that we send you to indicate that you no longer wish to receive our direct marketing material.

The collection and use of personal information will always relate to a legitimate business requirement. A legitimate business requirement being an activity 'which can reasonably be

considered as fundamental to the efficient delivery of a service for which Phat Retail Limited is responsible' or 'an activity which Phat Retail Limited is legally obliged to undertake'.

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### **3. WHERE DO WE STORE YOUR INFORMATION?**

#### **When Direct Contact is Made :**

The information we collect from you when you contact us direct via email is stored in our electronic address book which is password protected.

#### **When Completing Credit Application Forms :**

We print and file these forms. They are stored in a locked office.

#### **When Taking Your Credit Card Details:**

We do not store your credit card details. The credit card information we collect from you when you make a payment for a deposit, either in person or over the phone, is typed straight into the online payment facility (we **never** write your credit card details down) and the paper receipt is attached to a copy of your invoice for accounting purposes. We **never** retain your credit card details under any circumstances.

#### **When You 'Opt In' to Our Mailing List (via contact form or website):**

The information we collect when you sign up to our newsletter/marketing is stored on our database, Mailchimp, which is password protected and only accessed by the marketing team.

Please note, data transmitted via the internet (e.g. emails and online forms) may not be completely secure. We therefore cannot guarantee the security of information transmitted to our site and any transmission is at your own risk. We will endeavour to ensure strict procedures and security features will prevent any unauthorised access to information received by us.

We **do not** share your personal information with any third parties for marketing purposes.

Please note: Mailchimp and Worldpay will conform to their own GDPR policies, please visit their own websites to view their data policies in detail.

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### **4. HOW LONG DO WE RETAIN YOUR INFORMATION?**

#### **Information collected for account administration, customer services and accounting purposes**

We keep the information you supply for the period required by law to allow us to meet our legal obligations. This information is then shredded securely.

#### **Information collected for marketing usage**

We keep your email and name secure on Mailchimp unless you request, via email, to unsubscribe.

We will not retain your data for longer than is necessary to fulfil the purpose it is being processed for. To determine the appropriate retention period, we consider the amount, nature and sensitivity of the personal data, the purposes for which we process it and whether we can achieve those purposes through other means.

If you have any queries or would like to have your information removed, please email: [phatcontroller@phatpasty.com](mailto:phatcontroller@phatpasty.com)

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## 5. WILL WE USE YOUR INFORMATION FOR MARKETING?

We do not share any of your information with any third parties for marketing purposes.

On occasion, we would like to contact you about up-coming events and promotions that may be of interest or value to you. If you have consented to receive marketing from us, you may opt out at a later date. You have a right at any time to stop us from contacting you for marketing.

If you no longer wish to be contacted for marketing purposes, please email: [phatcontroller@phatpasty.com](mailto:phatcontroller@phatpasty.com)

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## 6. ACCESS TO YOUR INFORMATION AND CORRECTION

You have the right to:

- **Request information** about whether we hold personal information about you, and, if so, what that information is and why we are holding/using it.
- **Request access** to your personal information (commonly known as a "data subject access request"). This enables you to receive a copy of the personal information we hold about you and to check that we are lawfully processing it.
- **Request correction** of the personal information that we hold about you. This enables you to have any incomplete or inaccurate information we hold about you corrected.
- **Request erasure** of your personal information. This enables you to ask us to delete or remove personal information where there is no good reason for us continuing to process it. You also have the right to ask us to delete or remove your personal information where you have exercised your right to object to processing (see below).
- **Object to processing** of your personal information where we are relying on a legitimate interest (or those of a third party) and there is something about your particular situation which makes you want to object to processing on this ground. You also have the right to object where we are processing your personal information for direct marketing purposes.
- **Request the restriction of processing** of your personal information. This enables you to ask us to suspend the processing of personal information about you, for example if you want us to establish its accuracy or the reason for processing it.
- **Request transfer** of your personal information in an electronic and structured form to you or to another party (commonly known as a right to "data portability"). This enables you to take your data from us in an electronically useable format and to be able to transfer your data to another party in an electronically useable format.
- **Withdraw consent.** In the limited circumstances where you may have provided your consent to the collection, processing and transfer of your personal information for a specific purpose, you have the right to withdraw your consent for that specific processing at any time. Once we have received notification that you have withdrawn your consent, we will no longer process your information for the purpose or purposes you originally agreed to, unless we have another legitimate basis for doing so in law.

You will not have to pay a fee to access your personal information (or to exercise any of the other rights).

We may need to request specific information from you to help us confirm your identity and ensure your right to access the information (or to exercise any of your other rights). This is another appropriate security measure to ensure that personal information is not disclosed to any person who has no right to receive it.

We want to make sure that your personal information is accurate and up to date. You may ask us to correct or remove information you think is inaccurate.

If you would like a copy of some or all of your personal information, please email: [phatcontroller@phatpasty.com](mailto:phatcontroller@phatpasty.com)

or write to us at the following address.

The Shed  
Leys View  
Newport Pagnell  
MK16 9NL

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## **9. CHILDREN AND PRIVACY**

We do not knowingly solicit personal information from children 15 years of age or under or send them requests for personal information.

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## **10. CHANGES TO OUR PRIVACY POLICY**

We keep our privacy policy under regular review and we will place any updates on our website. This privacy policy was last updated on 21st May 2018.

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## **11. HOW TO CONTACT US**

Please contact us if you have any questions about our privacy policy or information we hold about you:

Email: [phatcontroller@phatpasty.com](mailto:phatcontroller@phatpasty.com)  
Post: The Shed, Leys View, Newport Pagnell, MK16 9NL.

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