



Morrells Wood Farm

Leighton, Shrewsbury, Shropshire SY5 6RU
Telephone: 01952 510273 or 07866 402191

Privacy Policy for Morrells Wood Farm

This privacy policy sets out how Morrells Wood Farm uses and protects any information that you give Morrells Wood Farm when you use our website.

Morrells Wood Farm is committed to ensuring that your privacy is protected. Should we ask you to provide certain information by which you can be identified when using this website, then you can be assured that it will only be used in accordance with this privacy statement.

Morrells Wood Farm may change this policy from time to time by updating this page. You should check this page from time to time to ensure that you are happy with any changes.

This policy was last reviewed on 7 October 2020.

The controller is Morrells Wood Farm and we are committed to complying with the UK's data protection law and the EU General Data Protection Regulation (GDPR) for the protection of personal data, as well as the principles of data security in the configuration of our services. We can be contacted at our registered office address Morrells Wood Farm, Leighton, Shrewsbury, Shropshire. SY5 6RU

If you have any questions about this privacy notice or how we use your personal data, please contact us at the postal address above, or by email at contact@morrellswoodfarm.co.uk

The purpose for processing your personal information is to allow us to administer your account with us and to provide the products and services you have requested from us. In order to enter into an agreement with Morrells Wood Farm, we will collect, store and use elements of your personal data. The lawful basis for processing of this personal data is known as a contractual basis, and is necessary, in order that Morrells Wood Farm can provide the products and services you have requested from us.

When engaging with Morrells Wood Farm you may need to disclose the following:

- title
- first name(s), surname or company name (including representation as the case may be)

- address (street, street number, postal code, city and country/region)
- email address
- telephone and mobile number
- bank details (account number, account holder and card number)

We will process your details through our internal systems to enable us to send you relevant communications. The lawful basis for processing this information internally will be Legitimate Interests. Any email communications we send will however comply with the Privacy and E-communications Regulation (PECR.) If you have chosen to opt-in to our direct marketing communications, we will use your information to tell you about products and services available from us which may be of interest to you. You have a right to opt-out of our direct marketing communications at any time.

You can opt-out by following the unsubscribe instructions at the bottom of the communication or by emailing contact@morrellswoodfarm.co.uk

What we do with the information we gather and who we may send it to:

We require this information to understand your needs and provide you with a better service, and

in particular for the following reasons:

- Internal record keeping.
- We may use the information to improve our products and services.
- We may use the information. We may periodically send promotional emails about new products, special offers or other.
- Information which we think you may find interesting using the email address which you have provided.
- We will process personal data of customers when placing an order over Email or Telephone.
- We will process personal data of their customers when sending out a terms and conditions email.

How we use cookies

A cookie is a small file which asks permission to be placed on your computer's hard drive. Once you agree, the file is added and the cookie helps analyse web traffic or lets you know when you visit a particular site. Cookies allow web applications to respond to you as an individual. The web application can tailor its operations to your needs, likes and dislikes by gathering and remembering information about your preferences.

We use traffic log cookies to identify which pages are being used. This helps us analyse data about web page traffic and improve our website in order to tailor it to customer needs. We only use this information for statistical analysis purposes and then the data is removed from the system.

Overall, cookies help us provide you with a better website, by enabling us to monitor which pages you find useful and which you do not. A cookie in no way gives us access to your computer or any information about you, other than the data you choose to share with us.

You can choose to accept or decline cookies. Most web browsers automatically accept cookies, but you can usually modify your browser setting to decline cookies if you prefer. This may prevent you from taking full advantage of the website.

Links to other websites

Our website may contain links to other websites of interest. However, once you have used these links to leave our site, you should note that we do not have any control over that other website. Therefore, we cannot be responsible for the protection and privacy of any information which you provide whilst visiting such sites and such sites are not governed by this privacy statement. You should exercise caution and look at the privacy statement applicable to the website in question.

If you believe that any information, we are holding on you is incorrect or incomplete, please write to or email us as soon as possible, at the above address. We will promptly correct any information found to be incorrect.

Controlling your personal information

You may choose to restrict the collection or use of your personal information in the following way:

- If you have previously agreed to us using your personal information for direct marketing purposes, you may change your mind at any time by writing to or emailing us at contact@morrellswoodfarm.co.uk

2. Where possible, Morrells Wood Farm will take steps to erase any personal data that is no longer necessary for the purposes for which it is collected or otherwise processed, or if you have withdrawn consent for its processing and retention. As a general rule, if you currently have a contract or intend to enter into a contract with Morrells Wood Farm we will store the data for a period of six years after the contract ends, for compliance with our general legal obligations and for the exercise or defence of any legal claims.

Under the GDPR, you have the right to 'block' or request the deletion or removal of personal data to prevent further processing. This right to erasure is also known as 'the right to be forgotten'. Specific circumstances in which you can request the deletion or removal of personal data includes:

- Where the personal data is no longer necessary for the purposes for which it is collected or otherwise processed.

- Where you withdraw consent.
- When you object to the processing and there is no overriding legitimate interest for continuing the processing.
- Where the personal data was unlawfully processed (i.e. otherwise in breach of the GDPR).
- Where the personal data has to be erased in order to comply with a legal obligation.
- In case a deletion is not possible due to legal, statutory or contractual retention periods, or if it requires disproportionate efforts or prejudices your legitimate interests, the data will be blocked instead of deleted.

You also have the right to see what personal information we are processing. This can be requested by emailing us. There will be no charge for this service. If, however, you log multiple requests, then there may be nominal charge which we will request to cover the administration of these requests.

You may also request from us a copy of the personal data which has been processed through automated means. This will be provided in a structured, commonly used, and machine-readable format (where technically feasible) which you may then transmit to another controller. You have the right to request us to send this to another controller on your behalf, but only if this is technically feasible for us to do so.

You have the right to withdraw your consent for us to collect, process and store your data at any time. If you wish to withdraw your consent, please confirm this in writing addressed to the Data Protection Officer.

If you have a complaint about any aspect of data protection or if you feel your privacy has been breached by us, we would like to hear from you. To help us investigate and resolve your concerns as quickly as possible, please contact Morrells Wood Farm.

If you are unhappy with the final response you have received from Morrells Wood Farm, you have the right to complain to the supervisory authority, the Information Commissioner's Office (ICO) within three months of your last meaningful contact with us. You can call the ICO on 0303 123 1113 or by visiting their website: <https://ico.org.uk/>.

You will be required to provide personal data, and this is a requirement to enter into a contract. You are obliged to provide this data. Failure to provide this personal data may mean we will be unable to execute the contract and could result in termination of our services.

If at any time we intend to further process your personal data for a reason not originally communicated, we shall provide you, prior to that processing taking place, all relevant information on the additional processing as per paragraph 2 above.