

The Sussex Produce Company

Regulars' Card Privacy Policy

1. Who are we?

The Sussex Produce Company has two independent food shops and a café.

You will find our shops in Steyning, which also has a café, and in Goring-by-Sea.

To find out more about our shops, café and where to find us, please visit our website www.thesussexproducecompany.co.uk

2. What is a Regulars' Card?

The Regulars' Card is our loyalty card. It offers:

- Money back on food shopping through the collection of points
- Exclusive promotions only available to cardholders
- Early notification about exciting events like celebrity author dinners and restaurant promotions

3. Our commitment to your privacy

We are committed to keeping the personal details of Regulars' cardholders safe. This policy explains how and why we use your personal data, to ensure that you remain informed and in control of your information.

4. Why do we collect your personal data?

We use your personal data to keep in touch with you.

We will only ever collect, store and use your personal data when we have an identified purpose and reason to do so. Identified purposes are as follows:

- To send you information **by email** that we think may be of interest to you as a Regulars' cardholder. This includes:
 - Product promotions

- Loyalty point redemption periods
 - Events
 - News
 - Competitions
- If we have a problem with your email address, we will temporarily put your account on hold. Where we have a contact number, we will endeavour to notify you of this by telephone. You will also be notified at the tills by one of our operators. You will be able to inform us of your correct details over the telephone or at the tills.

5. Opt-in consent

This is where you have given us express permission to contact you.

We use opt-in consent to send you the above-mentioned **emails**.

We respect your right to update the way we contact you via email.

To amend your communication preferences (such as unsubscribing), or to update your name, email address or to delete your details from our system, please contact:

office@thesussexproducecompany.co.uk

Regulars' Card
The Sussex Produce Company
88 High Street
Steyping
BN44 3LN

Telephone: 01903 815045 (option 2)

6. What kind of personal information do we hold? How do we collect it?

We hold the following information:

- Name
- Date of birth
- Email address
- Telephone number. We collect telephone numbers purely for administrative purposes (such as an unreadable email address) and **never** for marketing purposes
- Which shop you signed up to our Regulars' Card in
- Transactional information such as products you purchase, spend, frequency of visits, promotion uptake

We collect this information from:

- The application form you fill out when you sign up to a Regulars' Card
- Our till systems when you use your Regulars' Card

Children and young people

You need to be 18 years or older to hold a Regulars' Card.

7. How do we store your data?

All personal data is processed by trained staff at The Sussex Produce Company in the UK.

Electronic data and databases are stored on secure computer systems and we control who has access to this information (both physically and electronically).

8. CCTV

Our premises have CCTV and you may be recorded when you visit them.

CCTV is there to help provide security and to protect both you and The Sussex Produce Company.

CCTV will only be viewed when necessary (e.g. to detect or prevent crime) and footage is only stored temporarily. Unless it is flagged for review, CCTV will be recorded over.

9. Data retention policy

We will only use and store information for as long as it's required for the purposes it was collected for. We continually review what information we hold and delete what is no longer required.

10. Your rights

We respect your right to control your data. Your rights include:

- **The right to be informed**
This privacy notice outlines how we capture, store and use your data. If you have any questions about any elements of this policy, please contact us.

- **The right of access**
If you wish to obtain a record of the personal data we hold about you we will respond within one month.
- **The right to rectification**
If we have captured information about you that is inaccurate or incomplete, we will update it.
- **The right to erase**
You can ask us to remove your personal details from our records.
- **The right to restrict processing**
You can ask us to stop using your personal data.
- **The right to data portability**
You can ask to obtain your personal data from us for your own purposes.
- **The right to object**
You can ask to be excluded from marketing activity.
- Rights in relation to automated decision making and profiling

11. A complaint

At The Sussex Produce Company we take complaints very seriously. We want to exceed your expectations in everything we do. However, we know that there may be times when we fall short of our own high standards.

When this happens, we want to hear about it. This is so we can deal with the situation as quickly as possible and put measures in place to stop it happening again.

If you have a complaint with regards your personal data, please contact us so that we can look into it with the upmost urgency:

office@thesussexproducecompany.co.uk

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Steyning
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- **Confidentiality**

All complaint information will be handled sensitively and in confidence

- **Information Commissioner's Office**

For further assistance with complaints regarding your data, please contact the Information Commissioner's Office, whose remit covers the UK.

Information Commissioner's Office

Wycliffe House

Water Lane

Wilmslow

SK9 5AF

Telephone: 0303 123 1113

Email: casework@ico.org.uk

This Privacy Policy was last updated on 26th April 2018.