

## Privacy Notice -

At Shire Foods, we are committed to maintaining the trust and confidence with both our customers and suppliers. In particular, we want you to know that Shire Foods is not in the business of selling, renting or trading information with other companies and businesses for marketing purposes.

In addition, we want you to know that any information we retain is kept securely and privately, data is never sold or passed on to other individuals or businesses. Here you'll find information on what data we collect and how we treat data that is retained.

## Collection and Use of Personal Information -

Personal information means any information that may be used to identify you, such as, your name, age, title, phone number, email address, or mailing address. When you visit our website, you can do so without submitting any personal data.

The only data that we hold pertains to customers, suppliers and staff members.

If you have provided bank, debit or credit card details, these will only be used for the purpose of handling an individual order, and are not stored in any way.

Your record on our database holds only the contact details you submitted to us, transactions you've made, a record of communications we would have sent to you, and whether or not you have given us permission to contact you and if so, what your preferred method of contact is.

For applicable customers we also hold company registration numbers & VAT identification numbers used to identify your company and verify its legal existence as an incorporated entity.

The information you provide as a customer or supplier when participating in business with Shire Foods is necessary so that we are able to process your ordering requirements. If this information is not provided, you will not be able to participate in completing a transaction with us.

If you would prefer to have your information removed from our database, please email [sales@sfea.co.uk](mailto:sales@sfea.co.uk) and we will immediately do so.

We always try to ensure that information we store is both accurate and kept up to date, we do not hold your data for longer than necessary – therefore any information which is left idle for a period of longer than 6 months will be reviewed with the relevant customer or supplier. Data which is no longer applicable will be removed from our database.

## Why we collect data on our customers -

Collecting data on our customers informs us on how best to communicate with you, but also allows us to keep you informed of new products, offers and other information.

Data is only collected with your consent. Once a customer has requested an account with us, they are sent one of our 'New Account Opening' forms – this information is also often obtained via telecommunications and email – after all required information is obtained it is stored securely within our private database.

## Why we collect data on our suppliers -

Supplier information is collected with the consent of the supplier upon placing an order with the relevant business/company. This information includes contact name/s, company address, phone number or fax and email address. This information is referenced only when placing future orders by our dedicated ordering team, and is stored securely within our private database.

## Sharing data with third parties

Shire Foods will not disclose your personal data to any third party, except as set out below. We will never sell or rent our customer data to other organisations for marketing purposes.

We may share your data with:

- credit reference agencies where necessary for credit checking purposes;
- governmental bodies, regulators, law enforcement agencies, courts/tribunals and insurers where we are required to do so: -
  - to comply with our legal obligations;
  - to exercise our legal rights (for example in court cases);
  - for the prevention, detection, investigation of crime or prosecution of offenders; and
  - for the protection of our employees and customers.

## Access to your Personal Data / Right of rectification & erasure

If you would like to review the data we hold for you on our database please contact us (email [sales@sfea.co.uk](mailto:sales@sfea.co.uk) or call us on 01366 381250) and we'll arrange for this information to be disclosed.

For security reason we will ask you to provide proof of identification. You also have the right to rectify or delete inaccuracies in your personal data, and to object to the processing of your personal data.

## Contact Address

If you have any comments or questions regarding this Privacy Statement or our use of your personal information, or would like to make a request, please contact us at:

Shire Foods East Anglia Ltd  
River Court  
Horse Fair Close  
St John's Business Estate  
Downham Market  
Norfolk  
PE38 0QQ

Email: [sales@sfea.co.uk](mailto:sales@sfea.co.uk)

Website: [sfea.co.uk](http://sfea.co.uk)

Telephone: 01366 381250

Fax: 01366 381213

## Industry Standards

Shire Foods is in accordance with the Data Protection Acts 1988 & 2003 along with the Statutory Instrument Number 535 of 2003 European Communities (Electronic Communications Networks and Services) (Data Protection and Privacy) Regulations 2003 ("SI 535/2003").

This Privacy Policy will be updated from time to time. It is your responsibility to check back and view any changes, though we will always make sure that the most up to date privacy policy is posted on our website for your viewing.