

Privacy Notice



For Customers

Westcountry is committed to protecting your privacy and complying with the Data Protection Act 1998. *Data Protection Legislation* as used and applied in this Privacy Notice means (i) unless and until the General Data Protection Regulation ((EU) 2016/679) (GDPR) is no longer directly applicable in the UK, the GDPR and any national implementing laws, regulations and secondary legislation, as amended or updated from time to time, in the UK and then (ii) any successor legislation to the GDPR or the Data Protection Act 1998.

We may update this Privacy Notice from time to time and will publish an up to date copy of the Privacy Notice on our website.

This version was last updated on 4th May 2018. It is important that the information we hold about you is accurate and current. Please keep us informed if anything changes during your trading relationship with us.

How we collect your Personal Data

We may collect your information in a number of ways, for example:

- When you contact the Company, either by telephone, in person, by post or via e-mail;
- When you apply for an account;
- In the course of managing your account with Westcountry, for example sales and credit control;
- When we receive your data from third parties, for example credit reference agencies.

What type of information do we collect?

We may collect the following types of information:

- Your name, address, email address, telephone number and other contact information that allows us to meet our organisational obligations to you as a supplier;
- Bank account details;
- Account application form, direct debit mandate;

Some of the information we collect about you may include Sensitive Personal Data as defined in the Data Protection Act 1998. We will not utilise this data unless we have your consent.

Using the Information we collect?

We may use your information in the following ways:

- To ensure that the information we hold about you is kept up-to-date;
- To contact you regarding orders/queries relating to supply of goods;
- To manage your account;
- For assessment and analysis purposes to help improve the operation of, and manage the performance of, our business;
- For any other purpose for which you give us your consent to use information;
- To comply with legal obligations.

In order to manage the business we will use information which personally identifies you, however we may also use consolidated information.

We may share your information:

- With our Employees, agents and/or professional advisors;
- With other companies within the Westcountry Food Holdings Group;
- With other third party contractors who provide services to us, e.g. debt collection agencies/legal professionals;
- Where we are under a legal obligation to do so.

Your Rights

You can request a copy of the information that we hold about you at any time by contacting us at gdpr@westcountry.co.uk.

Your data will not be used for marketing purposes unless we have your consent.

Security

The security of your information is very important to us.

We will ensure that we have in place appropriate technical and organisational measures to prevent unauthorised or unlawful processing of information and against accidental loss or destruction of, or damage to Personal Data and information.