

## **PRIVACY POLICY**

Peradon Farm ("We") are committed to protecting and respecting your privacy.

This policy (together with Part B of our Terms and Conditions and any other documents referred to on it) sets out the basis on which any personal data we collect from you, or that you provide to us, will be processed by us. Please read the following carefully to understand our views and practices regarding your personal data and how we will treat it.

For the purpose of the Data Protection Act 1998 (the "Act"), the data controller is Peradon Farm of Peradon Farm, Clyst Hydon, Cullompton, Devon, EX15 2NG.

### **Information we may collect from you**

We may collect and process the following data about you:

- Information that you provide by filling in forms on our site [www.peradonorganicfarm.co.uk](http://www.peradonorganicfarm.co.uk) ("our site"). This includes information provided when you contact us via the online form.
- Details of transactions you carry out through our site and of the fulfilment of your orders (either through our site or through a third party business).
- Details of your visits to our site including, but not limited to, traffic data, location data, weblogs and other communication data, whether this is required for our own billing purposes or otherwise and the resources that you access.

### **IP addresses and cookies**

We may collect information about your computer, including where available your IP address, operating system and browser type, for system administration. This is statistical data about our users' browsing actions and patterns, and does not identify any individual.

For the same reason, we may obtain information about your general internet usage by using a cookie file which is stored on the hard drive of your computer. Cookies contain information that is transferred to your computer's hard drive. They help us to improve our site and to deliver a better and more personalised service. They enable us:

- To estimate our audience size and usage pattern.
- To store information about your preferences, and so allow us to customise our site according to your individual interests.
- To speed up your searches.
- To recognise you when you return to our site.

You may refuse to accept cookies by activating the setting on your browser which allows you to refuse the setting of cookies. However, if you select this setting you may be unable to access certain parts of our site. Unless you have adjusted your browser setting so that it will refuse cookies, our system will issue cookies when you log on to our site.

### **Where we store your personal data**

The data that we collect from you may be transferred to, and stored at, a destination outside the European Economic Area ("EEA"). It may also be processed by staff operating outside the EEA who work for us. Such staff may be engaged in, among other things, the fulfilment of your order, the processing of your payment details and the provision of support services. By submitting your personal data, you agree to this transfer, storing or processing. We will take all steps reasonably necessary to ensure that your data is treated securely and in accordance with this privacy policy.

All information you provide to us is stored on our secure servers. Any payment transactions will be encrypted using PAYPAL technology.

We will do our very best to protect your personal data. Due to the nature of the internet, however, we are unable

to absolutely guarantee the transmission of your data between your server and our site. Once we have received your information, however, we will use strict procedures and security features to try to prevent unauthorised access.

### **Uses made of the information**

We use information held about you in the following ways:

- To ensure that content from our site is presented in the most effective manner for you and for your computer.
- To provide you with information, products or services that you request from us or which we feel may be of interest to you, where you have consented to be contacted for such purposes.
- To carry out our obligations arising from any contracts entered into between you and us (including the delivery of any goods ordered by you and billing functions).
- To allow you to participate in interactive features of our service, when you choose to do so.
- To notify you about changes to our service.

If you are an existing customer, we will only contact you by electronic means (e-mail) with information about goods and services similar to those which were the subject of a previous sale to you. If you do not want us to use your data in this way, please email us at [mail@peradonorganicfarm.co.uk](mailto:mail@peradonorganicfarm.co.uk)

### **Disclosure of your information**

We may disclose your personal information to third parties:

- To facilitate the delivery of goods ordered by you.
- In the event that we sell or buy any business or assets, we may disclose your personal data to the prospective seller or buyer of such business or assets.
- If Peradon Farm is acquired by a third party, personal data held by it about its customers will be one of the transferred assets.
- If we are under a duty to disclose or share your personal data in order to comply with any legal obligation, or in order to enforce or apply Part A and/or Part B of our Terms and Conditions and other agreements; or to protect the rights, property, or safety of Peradon Farm, our customers, or others. This includes exchanging information with other companies and organisations for the purposes of fraud protection and credit risk reduction.

### **Your rights**

You have the right to ask us not to process your personal data for marketing purposes. We will usually inform you (before collecting your data) if we intend to use your data for such purposes or if we intend to disclose your information to any third party for such purposes. You can exercise your right to prevent such processing by following the instructions as set out on collection of your data or by contacting us at any time at [mail@peradonorganicfarm.co.uk](mailto:mail@peradonorganicfarm.co.uk)

Our site may, from time to time, contain links to and from the websites of our partner networks, advertisers and affiliates. If you follow a link to any of these websites, please note that these websites have their own privacy policies and that we do not accept any responsibility or liability for these policies. Please check these policies before you submit any personal data to these websites.

### **Access to information**

The Act gives you the right to access information held about you. Your right of access can be exercised in accordance with the Act. Any access request may be subject to a fee of £10 to meet our costs in providing you with details of the information we hold about you.

**Changes to our privacy policy**

Any changes we may make to our privacy policy in the future will be posted on this page and, where appropriate, notified to you by e-mail.

**Contact**

Questions, comments and requests regarding this privacy policy are welcomed and should be addressed to [mail@peradonorganicfarm.co.uk](mailto:mail@peradonorganicfarm.co.uk)