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|  | **Low Footprint Lamb UK Ltd**  The Albynes, Nordley  Bridgnorth  WV16 4SX  United Kingdom  Email: [lowfootprintlambuk@gmail.com](mailto:lowfootprintlambuk@gmail.com)  Mobile: 07813 010386  [www.lowfootprintlambuk.co.uk](http://www.lowfootprintlambuk.co.uk) |

# **Privacy Policy**

## **1. INTRODUCTION**

This privacy notice provides you with details of how we collect and process your personal data.

By providing us with your data, you warrant to us that you are over 13 years of age.

Low Footprint Lamb UK is the data controller and we are responsible for your personal data (referred to as we, us or our in this privacy notice).

## **Contact Details**

### Our full details are:

Full name of legal entity: **Low Footprint Lamb UK Ltd**   
Postal address:  **The Albynes, Nordley, Bridgnorth, Shropshire, England, WV16 4SX**

It is very important that the information we hold about you is accurate and up to date. Please let us know if at any time your personal information changes by contacting us above.

## **2. WHAT DATA DO WE COLLECT ABOUT YOU, FOR WHAT PURPOSE AND ON WHAT GROUND WE PROCESS IT**

Personal data means any information capable of identifying an individual. It does not include anonymized data.

We may process the following categories of personal data about you:

* Communication Data that includes any communication that you send to us whether that be through email, text, social media messaging, social media posting or any other communication that you send us. We process this data for the purposes of communicating with you, for record keeping and for the establishment, pursuance or defence of legal claims. Our lawful ground for this processing is our legitimate interests which in this case are to reply to communications sent to us, to keep records and to establish, pursue or defend legal claims.
* Customer Data that includes data relating to any purchases of goods and/or services such as your name, title, flock number, county parish holding number, billing address, delivery address email address, phone number, contact details, purchase details and your card details. We process this data to supply the goods and/or services you have purchased and to keep records of such transactions. Our lawful ground for this processing is the performance of a contract between you and us and/or taking steps at your request to enter into such a contract.
* Marketing Data that includes data about your preferences in receiving marketing from us and your communication preferences. We process this data to enable you to receive email newsletters.

### Marketing communications

You will receive marketing communications from us if you have:

* requested information from us or purchased goods or services from us; or
* if you provided us with your details and ticked the box at the point of entry of your details for us to send you marketing communications; and
* in each case, you have not opted out of receiving that marketing.

You can ask us to stop sending you marketing messages at any time by contacting your preferred trading office above. Where you opt out of receiving our marketing communications, this will not apply to personal data provided to us as a result of a product/service purchase, warranty registration, product/service experience or other transactions.

Our lawful ground for this processing is our legitimate interests which in this case are to study how customers use our products/services, to develop them, to grow our business and to decide our marketing strategy.

* We may use Customer Data, Technical Data and Marketing Data to contact you regarding the delivery of our services. Our lawful ground for this processing is either consent or legitimate interests (namely to grow our business).

### Sensitive Data

We do not collect any Sensitive Data about you. Sensitive data refers to data that includes details about your race or ethnicity, religious or philosophical beliefs, sex life, sexual orientation, political opinions, trade union membership, information about your health and genetic and biometric data. We do not collect any information about criminal convictions and offences.

We do not carry out automated decision making or any type of automated profiling.

## **3. HOW WE COLLECT YOUR PERSONAL DATA**

We may collect data about you by you providing the data directly to us (for example by filling in forms on our site or by sending us emails).

We may also receive data from publicly availably sources such as Companies House and the Electoral Register based inside the EU.

## **4. MARKETING COMMUNICATIONS TO LIMITED COMPANY**

Under the Privacy and Electronic Communications Regulations, we may send you marketing emails without your consent. However you can still opt out of receiving marketing emails from us at any time.

If you opt out of receiving marketing communications this opt-out does not apply to personal data provided as a result of other transactions, such as purchases etc.

## **5. DISCLOSURES OF YOUR PERSONAL DATA**

We may have to share your personal data with the parties set out below:

* Service providers who provide IT and system administration services.
* Professional advisers including lawyers, bankers, auditors and insurers
* Government bodies that require us to report processing activities.
* Third parties to whom we sell, transfer, or merge parts of our business or our assets.

We require all third parties to whom we transfer your data to respect the security of your personal data and to treat it in accordance with the law. We only allow such third parties to process your personal data for specified purposes and in accordance with our instructions.

## **6. DATA SECURITY**

We have put in place security measures to prevent your personal data from being accidentally lost, used, altered, disclosed, or accessed without authorization. We also allow access to your personal data only to those employees and partners who have a business need to know such data. They will only process your personal data on our instructions and they must keep it confidential.

We have procedures in place to deal with any suspected personal data breach and will notify you and any applicable regulator of a breach if we are legally required to.

## **7. DATA RETENTION**

We will only retain your personal data for as long as necessary to fulfil the purposes we collected it for, including for the purposes of satisfying any legal, accounting, or reporting requirements.

When deciding what the correct time is to keep the data for we look at its amount, nature and sensitivity, potential risk of harm from unauthorized use or disclosure, the processing purposes, if these can be achieved by other means and legal requirements. We will consider you to be an active customer for two years from date of last purchase. For competitions and general enquiries, where no purchase has been made, we will retain your data for 6 months from closing date or date of enquiry.

For tax purposes the law requires us to keep basic information about our customers (including Contact, Identity, Financial and Transaction Data) for six years after they stop being customers.

In some circumstances we may anonymize your personal data for research or statistical purposes in which case we may use this information indefinitely without further notice to you.

## **8. YOUR LEGAL RIGHTS**

Under data protection laws you have rights in relation to your personal data that include the right to request access, correction, erasure, restriction, transfer, to object to processing, to portability of data and (where the lawful ground of processing is consent) to withdraw consent.

You can see more about these rights at:

<https://ico.org.uk/for-organisations/guide-to-the-general-data-protection-regulation-gdpr/individual-rights>

If you wish to exercise any of the rights set out above, please  click on the link to [CONTACT US](https://www.lowfootprintlambuk.co.uk/) .

You will not have to pay a fee to access your personal data (or to exercise any of the other rights). However, we may charge a reasonable fee if your request is clearly unfounded, repetitive or excessive or refuse to comply with your request in these circumstances.

We may need to request specific information from you to help us confirm your identity and ensure your right to access your personal data (or to exercise any of your other rights). This is a security measure to ensure that personal data is not disclosed to any person who has no right to receive it. We may also contact you to ask you for further information in relation to your request to speed up our response.

We try to respond to all legitimate requests within one month. Occasionally it may take us longer than a month if your request is particularly complex or you have made a number of requests. In this case, we will notify you.

If you are not happy with any aspect of how we collect and use your data, you have the right to complain to the Information Commissioner's Office (ICO), the UK supervisory authority for data protection issues (www.ico.org.uk). We should be grateful if you would contact us first if you do have a complaint so that we can try to resolve it for you.

**LOW FOOTPRINT LAMB UK LTD**