

Privacy Policy

SCOPE & APPLICATION

Taylor Farm Supplies Ltd (“We”, “Our”, “Us”, or “TFS”) as a data controller understands the importance of our customers’ privacy. This Privacy Policy describes the treatment of information we collect from and about you when you visit our websites or other services that contain a link to this Privacy Policy or otherwise refer to or provide the URL to this Privacy Policy (collectively, the “Services”). Our Privacy Policy also describes other sources we use to obtain information about you; tells you how we use, share and protect your information; and what choices you have about how your information is used and shared. By using the Services, you agree to the terms and conditions of this Privacy Policy and consent to our collection, use and disclosure of your personal information in the manner set out below.

All content, products and Services are intended for general audiences and are NOT directed at children. We do not knowingly permit children under age 16 (in the EEA) to register for any content, product or Service. We do not knowingly collect, use or disclose personal information about users under age 16 (in the EEA).

For purposes of this Privacy Policy, “personal information” means information that identifies a specific person or that is about an individual who can be identified, such as full name, address, email address or telephone numbers.

For purposes of this Privacy Policy, “personal information” means information that identifies a specific person, such as full name or email address. When other information, such as email newsletters or product purchases, is associated with personal information, this other information will also be treated as personal information under this Privacy Policy.

INFORMATION WE MAY COLLECT FROM YOU

If you are interested in obtaining information, products or services from TFS, you may need to provide us with information about yourself. For example:

- If you order a product from us or one of our business partners, you may be asked for your name, postal address, email address and telephone number.
- If you submit an online enquiry form, you may be asked for your name, email address, telephone number and other information that you deem pertinent to your enquiry.

Sensitive Information

We ask that you not send us, and you not disclose, any sensitive personal information (such as information related to racial or ethnic origin, political opinions, religion or other beliefs, health, criminal background or trade union membership) on or through the Services or otherwise.

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Information We May Collect Automatically

In addition to information you choose to provide to us, we also use standard technologies to automatically collect certain additional information. For example:

- IP Address & Other Identifiers
- When you access and interact with our Services, we may collect information about your visits in order to permit you to connect to and obtain the Services and to understand the frequency with which specific visitors visit various parts of our Services. For example, we may collect your Internet Protocol ("IP") address, which identifies the computer or service provider that you use to access the Services, or information about your browser type, authentication identifiers, and other software and hardware information. If you access the Services through a mobile or other device we may collect your mobile device identifier, geolocation data (including your precise location), or other transactional information for that device. We may combine this information with other information that we have collected to make our Services and our communications to you more targeted to your interests.
- Cookies and Other Tracking Technologies
- Our Services may also use cookies. Cookies are small text files that are stored on a user's computer and allow websites to remember information about users. We and our service providers use cookies for a variety of purposes in order to enhance the quality of our site.
- We use transient (also called "session ID") cookies to provide continuity from page to page. A session ID cookie expires when you close your browser.
- We also use persistent cookies. Persistent cookies allow our online store and certain other parts of our site to recognize your browser when you return after your first visit to that part of our site.
- Cookies allow us to personalize your return visits to our site and to save you time during certain activities. You have the choice to set your browser to accept all cookies, reject all cookies, or notify you when a cookie is set. (Each browser is different, so check the "Help" menu of your browser to learn how to change your cookie preferences.) You can manage the use of Flash technologies, with the Flash management tools available at Adobe's website, see http://www.macromedia.com/support/documentation/en/flashplayer/help/settings_manager.html. It is up to you whether to allow us to send you cookies. Please note that by blocking any or all cookies you may not have access to certain features, content or personalization available through the Services.

USE AND DISCLOSURE

We may use information that we collect from and about you for a variety of business purposes, including:

- To maintain and manage your account, deliver services that you request, improve the Services and enhance your experience on our Services;
- To process and track your product or service orders and provide the Services you request;

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- To communicate with you about the Services or other products and services in which you may be interested, or to respond to your enquiries or comments;
- To perform business analyses or for other purposes to improve the quality of our business and the products and services we offer;
- To protect the rights of Company and others. There may be instances when Company may use or disclose your information, including situations where Company has a good faith belief that such use or disclosure is necessary in order to: (i) protect, enforce, or defend the legal rights, privacy, safety, or property of the Company, our Company Affiliates or their employees, agents and contractors (including enforcement of our agreements and our terms of use); (ii) protect the safety, privacy, and security of users of the Company Services or members of the public; (iii) protect against fraud or for risk management purposes; (iv) comply with the law or legal process; or (v) respond to requests from public and government authorities;
- to complete a merger or sale of assets. If TFS sells all or part of its business or makes a sale or transfer of its assets or is otherwise involved in a merger or transfer of all or a material part of its business (including in connection with a bankruptcy or similar proceedings), we may transfer your information to the party or parties involved in the transaction as part of that transaction; or in accordance with your consent.

We will disclose your personal information as described in this Privacy Policy, including:

- With entities that help us to manage and provide the Services, including development of our websites and applications, maintenance and support, personalisation, payment processing, email distribution, measurement and improvement, promotions management, only to the extent that these entities need the information to perform their services or as required by law;
- When information we collect is aggregated, anonymised or otherwise does not identify you, we may use that information for any purpose or share it with third parties, to the extent permitted by applicable law.

Applying for a Job

If you are applying for a role at TFS, any personal information that is provided as part of the recruitment process will only be used for the purpose of processing your application. We will use your contact details to get in touch with you to progress the application and any other information provided by you to assess your suitability for the role for which you have applied. Your information will only be kept for the duration required to make a recruitment decision about the specific role for which you have applied. If your application is unsuccessful and you would not like to be considered for any other positions at the company we will destroy all copies of your application four months after the position has been filled. We will store your information securely and ensure only those involved in the recruitment process are able to access it.

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INFORMATION SECURITY

We take a number of commercially reasonable administrative, technical, personnel and physical measures designed to safeguard information in our possession from loss, theft and unauthorised use, disclosure or modification. However, no one can guarantee the complete safety of your information.

USER ACCESS AND CONTROL

If you would like to access, review, correct, update, suppress, delete or otherwise limit our use of your personal information you have previously provided directly to us, you may contact us by: sending a letter to Unit 3, Canterbury Works, 18 Ashchurch Road, Tewkesbury, Gloucestershire, GL20 8BT or emailing bestadvice@taylorfs.co.uk

We will try to comply with your request as soon as reasonably practicable.

OTHER IMPORTANT INFORMATION

Changes in this Privacy Policy

We may amend this Privacy Policy at any time by posting the most recent version of the Policy on the Services, along with an indication of the date on which the Policy was amended most recently. Any changes to this Privacy Policy will become effective when we post the revised Privacy Policy on the Services. If we make any material changes to this Privacy Policy in the way we collect, use, and/or share personal information through the Services in a manner that expand our rights to use the personal information we have already collected from you, we will notify you and provide you with a choice about our future use of that information.

Location of Data

If you are a user located outside the United Kingdom, you understand and consent to having any personal information (which may include information collected through the use of cookies and other technologies, as described above) processed in the United Kingdom. United Kingdom and other countries' data protection laws may not be the same as those in your jurisdiction. In certain circumstances, courts, law enforcement agencies, regulatory agencies or security authorities in the United Kingdom may be entitled to access your personal information.

Data Retention

We will retain your information for the period necessary to fulfil the purposes outlined in this Privacy Policy unless a longer retention period is required or allowed by law. Remember that even after you cancel your account, or if you ask us to delete your personal information, it may not always be

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possible to completely remove or delete all of your information due to contractual, financial or legal requirements.

CONTACT

We welcome any questions, comments and requests regarding this privacy policy. If you wish to contact us, please do so by: sending a letter to Unit 3, Canterbury Works, 18 Ashchurch Road, Tewkesbury, Gloucestershire, GL20 8BT; calling **01684 770273** or emailing **bestadvice@taylorfs.co.uk**

This is the latest version (v.2.0 - 21/05/2018) of our Privacy Policy, it supersedes any previous versions. We reserve the right to amend our Privacy Policy from time to time.