

## Unique Seafood Limited Data Protection and Privacy Notice

Unique Seafood Limited is committed to protecting your personal data. This privacy notice will inform you as to how we look after your personal data when you visit our website or are a customer of ours and tell you about your privacy rights and how the law protects you.

We operate the following website: <http://www.uniqueseafood.co.uk>

### Who is responsible for your personal data?

Unique Seafood Limited (company number 03307693) whose registered office is Lygon House, 50 London Road, Bromley, Kent BR1 3RA, is the controller and responsible for your personal data (“we”, “us” or “our”).

This version was last updated on 25 May 2018. It is important that the personal data we hold about you is accurate and current. Please keep us informed if your personal data changes during your relationship with us. Unique Seafood Limited website may include links to third-party websites, plug-ins and applications. These links are provided for your information only. Such links should not be interpreted as approval by us of those linked websites or information you may obtain from them. Clicking on those links or enabling those connections may allow third parties to collect or share data about you. We do not control these third-party websites and are not responsible for their privacy statements. When you leave our website, we encourage you to read the privacy notice of every website you visit.

### What data do we collect?

We may collect, use, store and transfer different kinds of personal data about you which we have grouped together follows:

- **Identity and Contact Data** includes name, marital status, title, date of birth, gender, billing address, delivery address, job title, email address and telephone numbers.
- **Financial Data** includes bank account and payment card details.
- **Transaction Data** includes details about payments to and from you and other details of goods you have purchased from us.
- **Technical Data** includes internet protocol (IP) address, browser type and version, time zone setting and location, browser plug-in types and versions, operating system and platform and other technology on the devices you use to access this website.
- **Usage Data** includes information about how you use our website.

- **Marketing and Communications Data** includes your preferences in receiving marketing from us and your communication preferences.

We do not collect any **Special Categories of Personal Data** about you.

### **If you fail to provide personal data**

Where we need to collect personal data by law, or under the terms of a contract we have with you and you fail to provide that data when requested, we may not be able to perform the contract we have or are trying to enter into with you. In this case, we may have to cancel an order or contract you have with us but we will notify you if this is the case at the time.

### **How is your personal data collected?**

We use different methods to collect data from and about you including through:

- **Direct interactions.** You may give us your data when you enquire about or purchase goods or choose to sign up to our newsletter or email broadcasts.
- **Automated technologies or interactions.** As you interact with our website, we may automatically collect Technical Data about your equipment, browsing actions and patterns. We may collect this personal data by using cookies, server logs and other similar technologies. Please see our cookie policy <http://uniqueseafood.co.uk/privacy.php> for further details.
- **Third parties or publicly available sources.** We may receive personal data about you from analytics providers [such as Google based outside the EU].

### **Purposes for which we use your data**

We may use your data for the following purposes:

- Registering you or your organisation as a customer;
- Performing a contract we have entered or we are about to enter into with you or your organisation;
- Managing and administering you or your organisation's customer relationship with us;
- Ensuring our website functions correctly;

- Compliance with legal obligations;
- For insurance purposes;
- Protecting our legal rights; and
- For any purpose connected or ancillary to the above purposes.

Our legal grounds for processing your data will depend upon the purpose/s listed above for processing your data and we may rely on more than one legal ground, where appropriate. The grounds are:

- Where we need to perform the contract we are about to enter into or have entered into with you or your organisation.
- Where it is necessary for our legitimate interests (or those of a third party) and your interests and fundamental rights do not override those interests.
- Where we need to comply with a legal or regulatory obligation.

Generally we do not rely on consent as a legal basis for processing your personal data other than in relation to sending our newsletter to you. You have the right to withdraw consent to marketing at any time by contacting us.

### **Cookies**

You can set your browser to refuse all or some browser cookies, or to alert you when websites set or access cookies. If you disable or refuse cookies, please note that some parts of this website may become inaccessible or not function properly. For more information about the cookies we use please refer to <http://uniqueseafood.co.uk/privacy.php>.

### **With whom will we share your personal data?**

We may have to share your personal data with:

- Third parties in connection with the goods we sell, such as distributors.
- Third parties to whom we may choose to sell, transfer, or merge parts of our business or our assets. Alternatively, we may seek to acquire other businesses or merge with them. If a change happens to our business, then the new owners may use your personal data in the same way as set out in this privacy notice.

We require all third parties to respect the security of your personal data and to treat it in accordance with the law. We do not allow our third-party service providers to use your personal data for their own purposes and only permit them to process your personal data for specified purposes and in accordance with our instructions.

### **International transfers**

We do not transfer your personal data outside the European Economic Area (EEA).

### **How do we protect your data?**

We have put in place appropriate security measures to prevent your personal data from being accidentally lost, used or accessed in an unauthorised way, altered or disclosed. In addition, we limit access to your personal data to those employees, agents, contractors and other third parties who have a business need to know. They will only process your personal data on our instructions and they are subject to a duty of confidentiality.

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

### **How long will we retain your data?**

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. To determine the appropriate retention period for personal data, we consider the amount, nature, and sensitivity of the personal data, the potential risk of harm from unauthorised use or disclosure of your personal data, the purposes for which we process your personal data and whether we can achieve those purposes through other means, and the applicable legal requirements.

### **Your legal rights**

Under certain circumstances, you have rights under data protection laws in relation to your personal data.

- Request access to your personal data.
- Request correction of your personal data.
- Request erasure of your personal data.
- Object to processing of your personal data.

- Request restriction of processing your personal data.
- Request transfer of your personal data.
- Right to withdraw consent.

You have the right to make a complaint at any time to the Information Commissioner's Office (<http://www.ico.org.uk>).

If you wish to exercise any of the rights set out above, please email **sophiemcglead@uniqueseafood.co.uk** and provide us with the details of your request along with proof of your identity.

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. Alternatively, we may refuse to comply with your request in these circumstances. We may also contact you to ask 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 and keep you updated.