Logo, company name

Description automatically generated

**Privacy Notice**

We are committed to protecting your personal information and being transparent about what we do with it, no matter how you interact with us. That’s whether you want to work for us or use our services, want information, training or want to learn more about what we do.

We are committed to using your personal information in accordance with our responsibilities. We are required to provide you with the information in this Privacy Notice under all applicable data protection and privacy legislation in force from time to time in the UK including the UK GDPR; the Data Protection Act 2018 (DPA 2018) (and regulations made thereunder) and the Privacy and Electronic Communications Regulations 2003 (SI 2003/2426) as amended.

We won’t do anything with your information you wouldn’t reasonably expect.

Processing of your personal information is carried out by or on behalf of Welbournes Bakery Ltd.

This notice, together with our website terms and conditions tells you about how we collect, use and protect your personal information.

If you have any queries about our Privacy Notice, please contact us at [hello@welbournesbakery.com](mailto:hello@welbournesbakery.com)

**How and when we collect information about you**

**When you directly give us information**

We may collect and store information about you when you interact with us. For example, this could be when you:

* register for an event
* Complete an enquiry form
* tell us your story
* register for or use our services
* participate in our training
* give us feedback
* make a complaint
* apply for a job
* enter into a contract with us

**When you indirectly give us information**

When you interact with us on social media platforms such as Facebook, WhatsApp, Twitter or LinkedIn we may also obtain some personal information about you. The information we receive will depend on the privacy preferences you have set on each platform and the privacy policies of each platform. To change your settings on these platforms, please refer to their privacy notices. We may obtain information about your visit to our website, for example the pages you visit and how you navigate the site.

**What information we might collect**

When you engage with us by phone, mail, in person or online, we may collect information about you (referred to in this Privacy Notice as 'personal information'). This may include your name, address, email address, telephone number, date of birth, job title and details of your education and career, why you are interested in Welbournes Bakery Ltd, and other information relating to you personally which you may choose to provide to us.

Data protection law recognises that certain types of personal information are more sensitive. This is known as 'sensitive' or 'special category' personal information and covers information revealing racial or ethnic origin, religious or philosophical beliefs and political opinions, trade union membership, genetic or biometric data, information concerning health or data concerning a person's sex life or sexual orientation.

2

Sensitive information will only be collected where necessary, for example, we may need to collect health information from you when you register for a challenge event or to deliver a community service as a volunteer or member of staff. Clear notices will be provided at the time we collect this information, stating what information is needed, and why.

With your explicit consent, we may also collect sensitive personal information if you choose to tell us about your experiences relating to our services for use in a case study.

**How and why we use your information**

We will use your personal information for the following purposes:

* **Responding to a request**: If you contact us with a query, we may use your personal information to provide you with a response.
* **Direct marketing**: We will only send you marketing information by email, SMS, or phone if you have given us specific consent. If you withdraw your consent and then subsequently opt in to receive marketing information again, then your most recent preference may supersede
* **Monitoring and Evaluating**: We may use your information in order to improve current and future delivery of our services.
* **Processing an application to work with us**: We may process your information if you send or fill in an application form or send us your CV or details in respect of an opportunity to work with us in order to evaluate your suitability and respond to you.
* **Transactional purposes**: We will need to use your personal information in order to carry out our obligations arising from any contracts entered into between you and us for goods or services, for example, processing your order and payment for a product from our online shop.
* **Providing and developing our website**: We may use your personal information to help provide you with access to our website, personalise your experience, and improve and develop it further.
* **Administration**: We may use your personal information to record and deal with a complaint, record a request not to receive further marking information, record what our volunteers have done for us, and for other essential internal record keeping purposes.
* **Prevention of crime**: We may record your image on CCTV which we use to prevent crime and keep our people and the public safe.
* **Market research and surveys**: We may invite you to participate in surveys or market research to help us improve our website, fundraising, services and strategic development. Participation is always voluntary and no individuals will be identified as a result of this research, unless you consent to us publishing your feedback.
* **Legal, regulatory and tax compliance**: Where required we are subject to a legal obligation, we may process your personal information to fulfil that obligation.

**Who do we share your information with?**

We will only use your information for the purposes for which it was obtained. We will not, under any circumstances, sell or share your personal information with any third party for their own purposes, and you will not receive marketing from any other companies, charities or other organisations as a result of giving your details to us.

We will only share your data for the following purposes:

1. Third party suppliers: We may need to share your information with data hosting providers or service providers who help us to deliver our services or projects. These providers will only act under our instruction and are subject to pre-contract scrutiny and contractual obligations containing strict data protection clauses.
2. Where legally required: We will comply with requests where disclosure is required by law, for example, we may disclose your personal information to the government for tax investigation purposes, or to law enforcement agencies for the prevention and detection of crime.

3

1. We always aim to ensure that personal information is only used by those third parties for lawful purposes in accordance with this Privacy Notice.

**How we protect your information**

We use technical and corporate organisational safeguards to ensure that your personal information is secure. We limit access to information on a need-to-know basis and take appropriate measures to ensure that our people are aware that such information is only used in accordance with this Privacy Notice.

We undertake regular reviews of who has access to information that we hold to ensure that your information is only accessible by appropriately trained staff and contractors.

Our network is protected and routinely monitored.

If you use your credit or debit card to buy something or make a booking online, we pass your card details securely to our payment processing partners. We do this in accordance with industry standards and do not store the details on our website.

However, please be aware that there are always inherent risks in sending information by public networks or using public computers and we cannot 100% guarantee the security of data (including personal information) disclosed or transmitted over public networks.

**How long will we keep your information?**

We will keep your personal information in respect of financial transactions for as long as the law requires us to for tax or accounting purposes (which may be up to six years after a particular transaction).

If you request that we stop processing your personal information for the purpose of marketing we may in some instances need to add your details to a suppression file to enable us to comply with your request not to be contacted. In respect of other personal information, we will retain it for no longer than necessary for the purposes for which it was collected, taking into account guidance issued by the Information Commissioner’s Office.

**Your rights to your personal information**

Data protection legislation gives you the right to request access to personal information about you which is processed by Welbournes Bakery Ltd and to have any inaccuracies corrected.

You also have the right to ask us to erase your personal information, ask us to restrict our processing of your personal information or to object to our processing of your personal information. If you wish to exercise these rights, please contact us at [hello@welbournesbakery.com](mailto:hello@welbournesbakery.com) and provide any additional information that is relevant to the nature of your contact with us, as this will help us to locate your records. We will respond within 30 days, on receipt of your written request.

**How to make a complaint or raise a concern**

If you would like more information, or have any questions about this policy, to make a formal complaint about our approach to data protection or raise privacy concerns please contact us on 01522 811451 or email [hello@welbournesbakery.com](mailto:hello@welbournesbakery.com)

If you would like to make a complaint in relation to how we have handled your personal information, please follow our complaints procedure. If you are not happy with the response you receive, then you can raise your concern with the Information Commissioner’s Office via their website www.ico.org.uk

**Changes to our Privacy Notice**

Our Privacy Notice may change from time to time.  
(Last updated: 7th February 2023)