

Privacy Policy

Last updated on: 10th. November 2021

MIDLAND CHILLED FOODS LIMITED

WEBSITE PRIVACY POLICY Introduction

Welcome to the Midland Chilled Foods Limited's (Midland) privacy policy.

Unconventional is a trading name of Midland Chilled Foods Limited.

Midland respects your privacy and is committed to protecting your personal data. This privacy policy will inform you as to how we look after your personal data when you visit our website (regardless of where you visit it from) and tells you about your privacy rights and how the law protects you.

Below are the main sections to this document, please scroll to read in full. Please use the Glossary in paragraph 11 to understand the meaning of some of the terms used in this privacy policy.

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1.1 Purpose of this privacy policy

1.1.1 This privacy policy aims to give you information on how Midland collects and processes your personal data through your use of this website, including any data that you may provide through this website when you sign up to our newsletter, become a customer or purchase a product.

1.1.2 This website is not intended for children and we do not knowingly collect data relating to children.

1.1.3 It is important that you read this privacy policy together with any other privacy policy or fair processing policy that we may provide on specific occasions when we are collecting or processing personal data about you, so that you are fully aware of how and why we are using your personal data. This privacy policy supplements other notices and privacy policies and is not intended to override them.

1.2 Controller

1.2.1 Midland Chilled Foods Limited is the controller and responsible for your personal data (collectively referred to as Midland, we, us or our in this privacy policy).

1.2.2 We have appointed a data privacy manager who is responsible for overseeing questions in relation to this privacy policy. If you have any questions about this privacy policy, including any requests to exercise your legal rights (see paragraph 10) please contact the data privacy manager using the details set out below.

1.3 Contact details

1.3.1 If you have any questions about this privacy policy or our privacy practices, please contact our data privacy manager in the following ways:

1.3.1.1 Full name of legal entity: Midland Chilled Foods Limited

1.3.1.2 Email address: dpm@midlandchilled.co.uk

1.3.1.3 Postal address: Stringes Lane, Willenhall, West Midlands WV13 1LX

1.3.1.4 Telephone number: 01902 366004

1.3.2 You have the right to make a complaint at any time to the Information Commissioner's Office (ICO), the UK regulator for data protection issues (www.ico.org.uk). We would, however, appreciate the chance to deal with your concerns before you approach the ICO so please contact us in the first instance.

1.4 Changes to the privacy policy and your duty to inform us of changes

1.4.1 We keep our privacy policy under regular review. This version was last updated on the date stated at the beginning of it.

1.4.2 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.

1.5 Third-party links

1.5.1 This website may include links to third-party websites, plug-ins and applications. 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 policy of every website that you visit.

2. THE DATA WE COLLECT ABOUT YOU

2.1 Personal data, or personal information, means any information about an individual from which that person can be identified. It does not include data where the identity has been removed (anonymous data).

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

2.2.1 Identity Data includes title, first name, last name, username or similar identifier.

2.2.2 Contact Data includes billing address, delivery address, email address and telephone numbers.

2.2.3 Financial Data includes bank account, payment card details and your credit score.

2.2.4 Transaction Data includes details about payments to and from you and other details of products you have purchased from us.

2.2.5 Technical Data includes internet protocol (IP) address, your login data, 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.

2.2.6 Profile Data includes your username and password, purchases or orders made by you, your interests, preferences, feedback and survey responses.

2.2.7 Usage Data includes information about how you use our website and products.

2.2.8 Marketing and Communications Data includes your preferences in receiving marketing from us and our third parties and your communication preferences.

2.3 We also collect, use and share Aggregated Data such as statistical or demographic data for any purpose. Aggregated Data could be derived from your personal data but is not considered personal data in law as this data will not directly

or indirectly reveal your identity. For example, we may aggregate your Usage Data to calculate the percentage of users accessing a specific website feature. However, if we combine or connect Aggregated Data with your personal data so that it can directly or indirectly identify you, we treat the combined data as personal data, which will be used in accordance with this privacy policy.

2.4 We do not collect any Special Categories of Personal Data about you (this 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). Nor do we collect any information about criminal convictions and offences.

2.5 If you fail to provide personal data. Where we need to collect personal data by law, or under the terms of a contract that 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 (for example, to provide you with products). In this case, we may have to cancel an order you have placed with us, but we will notify you if this is the case at the time.

3. HOW IS YOUR PERSONAL DATA COLLECTED?

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

3.1.1 Direct interactions. You may give us your Identity, Contact, Profile, Financial Data and Marketing and Communications Data by filling in forms or by corresponding with us by post, phone, email or otherwise. This includes personal data you provide when you:

3.1.1.1 register and create an account on our portal;

3.1.1.2 edit your account;

3.1.1.3 order for any products listed on our website;

3.1.1.4 request marketing to be sent to you; and/or

3.1.1.5 give us feedback or contact us.

3.1.2 Automated technologies or interactions. As you interact with our website, we will automatically collect Technical and Usage Data about your equipment, browsing actions and patterns. We collect this personal data by using cookies, server logs and other similar technologies. We may also receive Technical Data about you if you visit other websites employing our cookies. Please see our [cookie policy](#) for further details.

3.1.3 Third parties or publicly available sources. We will receive personal data about you from various third parties and public sources as set out below:

3.1.3.1 Technical Data from the following parties:

- (a) analytics providers such as Google Analytics based outside the UK; and
- (b) Lead Forensics Limited based in the UK, who identify website traffic.

3.1.3.2 Identity, Contact, Financial and Transaction Data from providers of payment services such as Barclays Bank UK PLC based inside the UK.

3.1.3.3 Financial Data from Compagnie française d'assurance pour le commerce extérieur (Coface) based outside the UK who are our credit insurers, and Experian Limited, based inside the UK, who perform our credit checks.

3.1.3.4 Identity and Contact Data from publicly available sources such as Companies House and the Electoral Register based inside the UK.

3.1.3.5 Identity and Contact Data from publicly available sources based outside of the UK such as:

- (a) Facebook;
- (b) Instagram;
- (c) Twitter; and
- (d) LinkedIn.

4. HOW WE USE YOUR PERSONAL DATA

4.1 We will only use your personal data when the law allows us to. Most commonly, we will use your personal data in the following circumstances:

4.1.1 Where we need to perform the contract we are about to enter into or have entered into with you.

4.1.2 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.

4.1.3 Where we need to comply with a legal obligation.

4.2 See our paragraph 11.1 in our Glossary to find out more about the types of lawful basis that we will rely on to process your personal data.

4.3 Generally, we do not rely on consent as a legal basis for processing your personal data although we will get your consent before sending third party direct marketing communications to you via email or text message. You have the right to withdraw consent to marketing at any time by contacting us.

4.4 Purposes for which we will use your personal data

4.4.1 We have set out below, in a table format, a description of all the ways we plan to use your personal data, and which of the legal bases we rely on to do so. We have also identified what our legitimate interests are where appropriate.

4.4.2 Note that we may process your personal data for more than one lawful ground depending on the specific purpose for which we are using your data. Please contact us if you need details about the specific legal ground we are relying on to process your personal data where more than one ground has been set out in the table below.

| Purpose/Activity | Type of data | Lawful basis for processing including basis of legitimate interest |
|--|---|---|
| To register you as a new customer | (a) Identity (b) Contact | Performance of a contract with you |
| To process and deliver your order including to manage payments, fees and charges | (a) Identity (b) Contact (c) Financial (d) Transaction (e) Marketing and Communications | Performance of a contract with you |

| | | |
|---|--|---|
| <p>To run a credit check</p> | <p>(a) Identity (b) Contact (c) Financial</p> | <p>Necessary for our legitimate business interests to know your credit rating, which will impact on the payment terms we put in place with you.</p> |
| <p>1. To manage our relationship with you which may include:</p> <p>(a) contacting you about our portal;</p> <p>(b) contacting you about the contract between us;</p> <p>(c) corresponding with you;</p> <p>(d) responding to any complaint raised by you;</p> <p>(e) notifying you about changes to any of our applicable terms or our privacy policy; and</p> <p>(f) asking you to leave a review or take a survey.</p> | <p>(a) Identity (b) Contact (c) Profile (d) Marketing and Communications</p> | <p>Performance of a contract with you;</p> <p>Necessary to comply with a legal obligation (for example, to comply with data protection law);</p> <p>Necessary for our legitimate interests (to keep our records updated, to provide customer service and to study why customers use our portal and products.)</p> |
| <p>2. The running and managing of our business including internal record keeping</p> | <p>(a) Identity (b) Contact (c) Financial (d) Transaction</p> | <p>Necessary for our legitimate interests (to run our business and receive the benefit from the agreements we have with our service providers, and to receive professional services to benefit our business (also see paragraph 6 below));</p> |

| | | |
|---|--|---|
| | <ul style="list-style-type: none"> (e) Technical (f) Profile (g) Usage (h) Marketing and Communications | <p>Necessary to comply with a legal obligation (for example, to comply with data protection law or for tax purposes).</p> |
| <p>3. Enforce our rights under the contract, including:</p> <ul style="list-style-type: none"> (a) collecting and recovering money owed to us; and (b) commencing or responding to any claim brought against you or by you. | <ul style="list-style-type: none"> (a) Identity (b) Contact (c) Financial (d) Transaction (e) Technical (f) Profile (g) Usage (h) Marketing and Communications | <p>Necessary for our legitimate interests (to recover debts due to us and to protect our reputation);</p> <p>Necessary to comply with a legal obligation (for example, to comply with a court order).</p> |
| <p>To administer and protect our business and this website (including troubleshooting, data analysis, testing, system maintenance, support, reporting and hosting of data)</p> | <ul style="list-style-type: none"> (a) Identity (b) Contact (c) Technical (d) Usage | <p>Necessary for our legitimate interests (for running our business, provision of administration and IT services, network security, to prevent fraud and in the context of a business reorganisation or group restructuring exercise);</p> <p>Necessary to comply with a legal obligation</p> |

| | | |
|--|---|---|
| <p>To deliver relevant website content and advertisements to you and measure or understand the effectiveness of the advertising we serve to you</p> | <p>(a) Identity</p> <p>(b) Contact</p> <p>(c) Profile</p> <p>(d) Technical</p> <p>(e) Usage</p> <p>(f) Marketing and Communications</p> | <p>Your consent; or</p> <p>Necessary for our legitimate interests (to study why customers use our products, to develop them, to grow our business and to inform our marketing strategy)</p> |
| <p>To use data analytics to improve our website, products, marketing, customer relationships and experiences</p> | <p>(a) Technical</p> <p>(b) Usage</p> | <p>Necessary for our legitimate interests (to define types of customers for our products, to keep our website updated and relevant, to develop our business and to inform our marketing strategy)</p> |
| <p>To make suggestions and recommendations to you about goods or services that may be of interest to you</p> | <p>(a) Identity</p> <p>(b) Contact</p> <p>(c) Technical</p> <p>(d) Usage</p> <p>(e) Profile</p> <p>(f) Marketing and Communications</p> | <p>Your consent; or</p> <p>Necessary for our legitimate interests (to develop our products and grow our business)</p> |
| <p>To make our website work more efficiently using cookies, as well as to provide information to us about you and your use of our website. For further</p> | <p>(a) Technical</p> <p>(b) Usage</p> | <p>Your consent</p> |

| | | |
|---|--|--|
| information about cookies see paragraph 4.8 below. | | |
|---|--|--|

4.5 Promotional offers from us

4.5.1 We may use your Identity, Contact, Technical, Usage, Profile and Marketing and Communications Data to form a view on what we think you may want or need, or what may be of interest to you. This is how we decide which products, services and offers may be relevant for you (we call this marketing).

4.5.2 You will receive marketing communications from us if you have requested information from us or purchased a product from us and you have not opted out of receiving that marketing or you have provided us with your consent, or we are otherwise legally allowed to send marketing communications to you.

4.6 Third-party marketing

4.6.1 We will get your express opt-in consent before we share your personal data with any third party for marketing purposes.

4.7 Opting out

4.7.1 You can ask us or third parties to stop sending you marketing messages at any time by following the opt-out links on any marketing message sent to you or by contacting us at any time.

4.7.2 Where you opt out of receiving these marketing messages, this will not apply to personal data provided to us as a result of purchasing products via our portal.

4.8 Cookies

4.8.1 We use a cookies tool on our website to gain consent for the optional cookies that we use. Cookies that are essential for our website to operate are not optional, and are therefore not deleted by the tool.

4.8.2 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.

4.8.3 For more information about the cookies we use, please see our [Cookie Policy](#).

4.9 Change of purpose

4.9.1 We will only use your personal data for the purposes for which we collected it, unless we reasonably consider that we need to use it for another reason and that reason is compatible with the original purpose. If you wish to get an explanation as to how the processing for the new purpose is compatible with the original purpose, please contact us.

4.9.2 If we need to use your personal data for an unrelated purpose, we will notify you and we will explain the legal basis which allows us to do so.

4.9.3 Please note that we may process your personal data without your knowledge or consent, in compliance with the above rules, where this is required or permitted by law.

5. AUTOMATED DECISION MAKING

5.1 We will not use your personal data in order to undertake any form of automated decision making or profiling.

5.2 We do run credit checks using Experian to determine your creditworthiness, however we interpret and weigh up the results, and therefore the decision is not solely automated.

6. DISCLOSURES OF YOUR PERSONAL DATA

6.1 We may share your personal data with the third parties for the purposes set out in the table under paragraph 4.4.2 and below:

6.1.1 Service providers based in the UK such as Aweber Design Ltd (trading as "Umami Design for Food") who provide website development, website hosting and marketing administration services, who help keep our website and systems running, and provide support. For further information about Umami's privacy policy click here: <https://www.umamidesignforfood.co.uk>.

6.1.2 Service providers based in the UK such as Experian Limited, who perform our credit checks. For further information about Experian's privacy policy, click here: https://www.experian.co.uk/privacy/privacy-and-your-data?utm_medium=internalRef&utm_source=Consumer%20Services.

6.1.3 Service providers based in the UK such as Langdon Transport Ltd based, who deliver our products to certain locations.

6.1.4 Professional advisors based outside the UK such as Compagnie française d'assurance pour le commerce extérieur (Coface), who provide our credit

insurance. For further information and Coface's privacy notice, click here: <https://www.coface.com/Home/General-informations/Data-protection>.

6.1.5 Professional advisers including lawyers, bankers, auditors and insurers based in the UK who provide consultancy, banking, legal, insurance and accounting services.

6.1.6 HMRC, the ICO and other regulators and authorities based in the UK who require reporting of processing activities in certain circumstances.

6.1.7 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 policy.

6.2 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.

7. INTERNATIONAL TRANSFERS

7.1 We do not transfer your personal data outside of the UK.

8. DATA SECURITY

8.1 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.

8.2 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.

9. DATA RETENTION

9.1 How long will you use my personal data for?

9.1.1 We will only retain your personal data for as long as reasonably necessary to fulfil the purposes we collected it for, including for the purposes of satisfying any legal, regulatory, tax, accounting or reporting requirements. We may retain your personal data for a longer period in the event of a complaint or if we reasonably believe there is a prospect of litigation in respect to our relationship with you.

9.1.2 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, regulatory, tax, accounting, or other requirements.

9.1.3 By law we have to keep basic information about our customers (including Contact, Identity, Transaction Data) for six years after they cease being customers for tax purposes.

9.1.4 In some circumstances:

9.1.4.1 you can ask us to delete your data: see your legal rights in paragraph 10 below for further information.

9.1.4.2 we will anonymise your personal data (so that it can no longer be associated with you) for research or statistical purposes, in which case we may use this information indefinitely without further notice to you.

10. YOUR LEGAL RIGHTS

10.1 Under certain circumstances, you have rights under data protection laws in relation to your personal data. You have the right to:

10.1.1 Request access to your personal data (commonly known as a “data subject access request”). This enables you to receive a copy of the personal data that we hold about you and to check that we are lawfully processing it.

10.1.2 Request correction of the personal data that we hold about you. This enables you to have any incomplete or inaccurate data that we hold about you corrected, though we may need to verify the accuracy of the new data that you provide to us.

10.1.3 Request erasure of your personal data. This enables you to ask us to delete or remove personal data where there is no good reason for us continuing to process it. You also have the right to ask us to delete or remove your personal data where you have successfully exercised your right to object to processing (see below), where we may have processed your information unlawfully or where we are required to erase your personal data to comply with local law. Note, however, that we may not always be able to comply with your request of erasure for specific legal reasons which will be notified to you, if applicable, at the time of your request.

10.1.4 Object to processing of your personal data where we are relying on a legitimate interest (or those of a third party) and there is something about your particular situation which makes you want to object to processing on this ground as you feel it impacts on your fundamental rights and freedoms. You also have the right

to object where we are processing your personal data for direct marketing purposes. In some cases, we may demonstrate that we have compelling legitimate grounds to process your information which override your rights and freedoms.

10.1.5 Request restriction of processing of your personal data. This enables you to ask us to suspend the processing of your personal data in the following scenarios:

10.1.5.1 If you want us to establish the data's accuracy.

10.1.5.2 Where our use of the data is unlawful but you do not want us to erase it.

10.1.5.3 Where you need us to hold the data even if we no longer require it as you need it to establish, exercise or defend legal claims.

10.1.5.4 You have objected to our use of your data but we need to verify whether we have overriding legitimate grounds to use it.

10.1.6 Request the transfer of your personal data to you or to a third party. We will provide to you, or to a third party that you have chosen, your personal data in a structured, commonly used, machine-readable format. Note that this right only applies to automated information which you initially provided consent for us to use or where we used the information to perform a contract with you.

10.1.7 Withdraw consent at any time where we are relying on consent to process your personal data. However, this will not affect the lawfulness of any processing carried out before you withdraw your consent. If you withdraw your consent, we may not be able to provide certain products or services to you. We will advise you if this is the case at the time you withdraw your consent.

10.1.8 If you wish to exercise any of the rights set out above see paragraph 1.3 above for how to contact us.

10.2 **No fee usually required**

10.2.1 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 could refuse to comply with your request in these circumstances.

10.3 **What we may need from you**

10.3.1 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.

10.4 Time limit to respond

10.4.1 We try to respond to all legitimate requests within one month. Occasionally it could 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.

11. GLOSSARY

11.1 LAWFUL BASIS

11.1.1 Legitimate Interest means the interest of our business in conducting and managing our business to enable us to give you the best service and the best and most secure experience. We make sure we consider and balance any potential impact on you (both positive and negative) and your rights before we process your personal data for our legitimate interests. We do not use your personal data for activities where our interests are overridden by the impact on you (unless we have your consent or are otherwise required or permitted to by law). You can obtain further information about how we assess our legitimate interests against any potential impact on you in respect of specific activities by contacting us.

11.1.2 Performance of contract means processing your data where it is necessary for the performance of a contract to which you are a party or to take steps at your request before entering into such a contract.

11.1.3 Comply with a legal obligation means processing your personal data where it is necessary for compliance with a legal obligation that we are subject to.

11.2 Controller means the natural or legal person, public authority, agency or other body which alone or jointly with others, determines the purposes and means of the processing of personal data.

11.3 HMRC means HM Revenue and Customs
(<https://www.gov.uk/government/organisations/hm-revenue-customs>)

11.4 ICO means the Information Commissioners Office (www.ico.org.uk)

11.5 Personal data means any information relating to an identified or identifiable natural person ('data subject'); an identifiable natural person is one who can be identified, directly or indirectly, in particular by reference to an identifier such as a name, an identification number, location data, an online identifier or to one or more factors specific to the physical, physiological, genetic, mental, economic, cultural or social identity of that natural person.

11.6 Process or processing means any operation or set of operations which is performed on personal data or on sets of personal data, whether or not by automated means, such as collection, recording, organisation, structuring, storage, adaptation or alteration, retrieval, consultation, use, disclosure by transmission, dissemination or otherwise making available, alignment or combination, restriction, erasure or destruction.

11.7 Processor means a natural or legal person, public authority, agency or other body which processes personal data on behalf of the controller.

11.8 website means www.midlandchilled.co.uk including our portal, which is accessed through our website.