

PRIVACY POLICY FOR GRAYS BUTCHERS LIMITED ONLINE WEBSHOP

Effective Date: 10/12/2024]

At **Grays Butchers Limited** ("we", "our", or "us"), we are committed to protecting and respecting your privacy. This Privacy Policy explains how we collect, use, disclose, and safeguard your personal information when you visit our online web shop (the "Website"). Please read this policy carefully to understand our views and practices regarding your personal data.

1. Information We Collect

We may collect and process the following categories of personal information about you:

1.1 Information You Provide Directly:

- **Personal details:** Name, email address, phone number, billing address, shipping address.
- **Account information:** Username, password, and other registration details if you create an account.
- **Payment details:** Payment information, such as credit/debit card details, but please note that payment processing is handled securely by a third-party payment provider and not stored by us.
- **Order information:** Details of the products you purchase, delivery preferences, and any other information you provide when placing an order.

1.2 Information We Collect Automatically:

- **Technical data:** IP address, browser type and version, time zone, device information, operating system, and platform.
- **Usage data:** Details of your visits to the Website, including pages viewed, clickstream data, and site interaction.

1.3 Information from Third Parties:

- **Payment providers:** We may receive payment confirmation from our payment service providers to validate transactions.
 - **Social media platforms:** If you interact with us through social media, we may receive personal data that you make available on those platforms.
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2. How We Use Your Information

We use the information we collect for the following purposes:

- **To process orders:** To process, fulfil, and deliver your orders, as well as provide you with updates on your order status.

- **To manage your account:** To set up and maintain your online account on the Website.
 - **To improve our services:** To improve our website, customer experience, and product offerings.
 - **To communicate with you:** To send you updates, respond to inquiries, and notify you about changes to our website or services.
 - **For marketing:** To send you promotional emails and special offers (only if you have opted in).
 - **For security and fraud prevention:** To protect our website, detect fraudulent activity, and ensure the security of your information.
 - **To comply with legal obligations:** To meet legal, regulatory, and compliance obligations.
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3. How We Share Your Information

We do not sell or rent your personal data to third parties. However, we may share your information with the following parties:

- **Service Providers and Suppliers:** Third-party service providers that help us operate our web shop, process payments, and deliver your orders (e.g., delivery partners, payment providers, and IT support providers).
 - **Compliance with Law:** If required by law, we may disclose your information to regulatory authorities or government bodies.
 - **Business Transfers:** In the event of a merger, sale, or acquisition, your personal information may be transferred as part of the business transaction.
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4. Cookies and Tracking Technologies

Our website uses cookies and similar tracking technologies to enhance your experience. Cookies help us to understand your preferences, provide essential features, and improve our site's performance.

You can manage your cookie preferences through your browser settings. However, disabling cookies may affect the functionality of the Website.

5. How We Protect Your Information

We take reasonable measures to safeguard your personal data from loss, misuse, and unauthorized access. These measures include:

- Encryption of sensitive data (e.g., payment information).
- Regular security assessments of our website.
- Restricting access to personal data to only those employees, agents, and third parties who have a business need to know.

While we do our best to protect your information, no method of transmission over the internet is 100% secure. If you suspect any misuse of your personal data, please contact us immediately.

6. How Long We Retain Your Data

We will only retain your personal information for as long as is necessary to fulfill the purposes for which it was collected, including to satisfy legal, regulatory, tax, and reporting obligations. The retention period may vary depending on the type of data and our obligations under applicable laws.

7. Your Data Protection Rights

Under data protection laws (such as the UK GDPR), you have certain rights regarding your personal data, including:

- **Right of access:** Request a copy of the personal data we hold about you.
- **Right of correction:** Request that we correct any incomplete or inaccurate information.
- **Right of erasure:** Request that we delete your personal data in certain circumstances.
- **Right to restrict processing:** Request that we limit how we process your data.
- **Right to data portability:** Request that we provide your data in a structured, commonly used, and machine-readable format.
- **Right to object:** Object to processing your data for direct marketing or other purposes.

To exercise any of these rights, please contact us using the contact details provided below. We will respond within one month, as required by law.

8. Children's Privacy

Our website is not intended for children under the age of 16. We do not knowingly collect personal information from children. If we learn that we have collected personal data from a child, we will delete it promptly.

9. Changes to This Privacy Policy

We may update this Privacy Policy from time to time. Any changes will be posted on this page, and if the changes are significant, we may notify you by email or display a prominent notice on our website. Please check this page regularly to stay informed of any updates.

10. Contact Us

If you have any questions, concerns, or requests regarding this Privacy Policy or your personal data, you can contact us at:

Grays Butchers Limited

Company trading address: 77 Earlsgate Winterton Scunthorpe North Lincolnshire DN159SS

Email: Enquires@graysfamilybutcher.co.uk

Phone: 01724 734398

We are committed to resolving any privacy-related issues in a timely and transparent manner.

This Privacy Policy was last updated on 10/12/2024

By using our website, you acknowledge that you have read and understood this Privacy Policy.