

Fleming Howden Online Privacy Notice

Who are we?

This website <https://fleminghowden.co.uk> (the “**Website**”) is owned and operated by Fleming Howden, a business division of Cereform Ltd (registered in England and Wales under company number 346958) (called in this notice “**we**”, “**our**” or “**us**”).

Purpose of this notice

This privacy notice tells you about the information we collect about you when you visit our Website or otherwise provide us with information.

It also tells you how you can exercise Your Rights (including the right to object to some of the data handling we carry out). More information about your rights and how you can exercise them is set out in the “Your Rights” section below

What personal data do we collect?

Site traffic data and information about your computer

How do we use this data?

When you browse our Website, we use cookies to collect:

- ***Information about your use of our Website for analytics purposes*** – we collect standard internet log information and details of visitor behaviour patterns.
 - We use this information to record visitor numbers, their use of different areas of the Website and any useful features or links. We do not use this information in any way that would identify you personally.
 - We use a third party, Google Analytics, to collect this information but it is only processed in a way which does not identify anyone. We do not make, and do not allow Google to make, any attempt to find out the identities of those visiting our website.
- ***Information about your computer;*** this includes your IP address, operating system and browser type.
 - We use this information to help maintain the security of our Website and to identify trends so that we can improve its performance.
 - We also use this information to customise the Website according to your interests and to ensure the Website’s content is presented as effectively as possible for you and to enable you to participate in interactive features of the Website, when you choose to do so.
 - We do not use this information in any way that would identify you personally.
- ***Information about your preferences for online advertising purpose*** – where you have consented to marketing or advertising cookies or similar technologies using our cookies tool, we use this information to record your preferences and to personalise our advertisements to you directly and through our advertising partners, including affiliate marketing networks the social media platforms that we use.

- The personalisation of ads may be based on information we have collected as set out in this section, that you agree to provide to us (under our Direct Marketing section below) or based on other information attributed to you by our Ad Partners – such as your interests, age, gender or similar demographics inferred from your internet browsing.
- We refer to this information as ‘Event Data’. Where we use Facebook or Instagram marketing, this type of personal data is jointly controlled by us and our Ad Partner (Meta Ireland Limited) as we use this information jointly to provide you with tailored advertising. For the purposes of exercising your data subject rights in relation to Event Data, our Ad Partner will be your primary contact. For contact details and further information about how our Ad Partners use your data, please see <https://www.instagram.com/terms> and ensure you are happy with how your information is used by that site. If you are a logged-in user you can adjust your privacy controls with the Ad Partner directly.

Data we collect using non-essential cookies or similar technologies is used on the basis of your consent. Any other information that we collect about your use of our Website is used on the basis that this is necessary for the purpose of our legitimate interests in maintaining and managing our Website and ensuring its security.

For more information about how we use cookies on our Website, see our Cookies Policy <https://fleminghowden.co.uk/cookie-policy/>

How long do we keep this information for?

We will only keep information about your visit to our Website for as long as is necessary for the purposes we’ve mentioned. Typically, we delete user browsing information every 6 years. See our Cookies Policy <https://fleminghowden.co.uk/cookie-policy/> for further information.

Who do we share this information with?

We share information about visitors to our Website with service providers who help us administer and manage the Website.

Where do we transfer this information to?

Information we collect about your use of our Website is stored within, and not transferred outside of, the United Kingdom.

[Information you send us]

How do we use this data?

You do not have to supply us directly with any information when you use our Website. If you choose to use our ‘contact us’ feature or otherwise get in touch with us, we will use the information you send us for the purpose of responding to your enquiry. When we use your personal data for this purpose, we do so for our legitimate business interest in communicating with you in accordance with your wishes and expectations. We will also use this data for the purpose of our legitimate interests in accessing appropriate professional advice and in order to ensure we comply with legal obligations to which our business is subject.

General enquiries about our recruitment procedures are welcome but we are not able to consider CVs or job applications sent to us via this Website. If you do use this Website to send us this type of information, it will be securely deleted on receipt.

How long do we keep this information for?

We will only keep your information for as long as is necessary in order to manage your query. We usually keep records of routine queries for 6 months but in some cases (for example where the query relates to a contract between us, or where we need to obtain legal advice in order to respond to a complaint) we may need to retain a record of our communications for up to 6 years.

Who do we share this information with?

We will share your data with our service providers and our professional advisers if this is necessary in order to resolve a query or complaint.

Otherwise we will not share your information with any third party unless:

- we have your permission;
- we are required to do so by law;
- this is necessary so that we can enforce our terms of use, rights or property or the rights or property of any third party; or
- this is necessary in connection with the sale of our business or its assets (in which case your details will be disclosed to our advisers and any prospective purchaser's advisers and will be passed to the new owners).

Where do we transfer this information to?

Information you send us via our Website is stored within, and not transferred outside of, the United Kingdom.

[Recruitment]

How do we use this data?

If you use our Website to send us your CV or other information in support of an enquiry about recruitment, we will use your information to respond to your query and consider your suitability for any available position.

When we use your personal data in this way, we do so for the purpose of our legitimate interests in managing our recruitment. Where necessary, we will also use this data for the purpose of our legitimate interests in accessing appropriate professional advice and in order to ensure we comply with legal obligations to which our business is subject.

How long do we keep this information for?

We usually retain information supplied by job applicants for no longer than 9/12 months following a relevant recruitment decision. If your application is unsuccessful, we may decide to retain your details for longer if we think you may be suitable for another position that may arise within the ABF group in the future. If we do this we will let you know about this so that you can opt out if you want to.

Who do we share this information with?

Where necessary so that we can manage our recruitment process, we will share your information with our service providers and professional advisers.

Otherwise we will not share your information with any third party unless:

- we have your permission (for example in order to share your details with another group company for their recruitment purposes);
- we are required to do so by law;
- this is necessary so that we can enforce our terms of use, rights or property or the rights or property of any third party; or
- this is necessary in connection with the sale of our business or its assets (in which case your details will be disclosed to our advisers and any prospective purchaser's advisers and will be passed to the new owners).

Where do we transfer this information to?

Any information you send us via our Website in support of an employment application is stored within, and not transferred outside of, the United Kingdom.

Information we hold because we have a contract with you

How do we use this data?

Where we have a contract with you (to buy goods or services from you or to sell goods or services to you) we ask for information that we need so that we can discharge our obligations under our contract with you. We handle this data on the basis it is necessary for the purposes of fulfilling our contractual terms. We will also use this data for the purpose of our legitimate interests in accessing appropriate professional advice and in order to ensure we comply with legal obligations to which our business is subject.

How long do we keep this information for?

We keep your information for as long as our contract is in force and for a period of 6 years after termination or expiry.

Who do we share this information with?

We will share your data with our service providers and our professional advisers if this is necessary in order to fulfil our obligations under the contract with you.

Otherwise we will not share your information with any third party unless:

- we have your permission;
- we are required to do so by law;
- this is necessary so that we can enforce our terms of use, rights or property or the rights or property of any third party; or
- this is necessary in connection with the sale of our business or its assets (in which case your details will be disclosed to our advisers and any prospective purchaser's advisers and will be passed to the new owners).

Where do we transfer this information to?

Information you send us via our Website is stored within, and not transferred outside of, the United Kingdom.

Information you give us when you subscribe to get our regular news and updates

How do we use this data?

You do not have to supply us directly with your personal data when you use our Website. However, some communications, services and facilities can only be provided if you supply us with relevant details. For example, if you subscribe to get our regular news and updates you will be asked to provide us with your contact details. If we ask you to supply us with information that is not strictly necessary in order for us to provide you with the communication, service or facility you are interested in, we will make this clear. This might be because it's useful to us in helping us learn more about our customers or enhance our products and services.

If you do subscribe to get our regular news and updates we will use the personal data you provide:

- to provide you with newsletters and other promotional information that you request from us;
- to provide you with specific information about our products and services where you request this;
- to manage your online account;
- to improve our understanding of the needs and interests of our customers and contacts; and
[to notify you about changes to our services.

When we use your personal data for these purposes, we do so for our legitimate interests in managing and administering online accounts and¹ for our legitimate business interests in developing and promoting our goods and services and communicating with you in accordance with your wishes and expectations. You can object to our use of your data for these purposes at any time. For further information about the way we use your data for direct marketing purposes see our direct marketing section.²

We will also use this data for the purpose of our legitimate interests in accessing appropriate professional advice and in order to ensure we comply with legal obligations to which our business is subject.

How long do we keep this information for?

Information we hold for the purpose of managing your online account or profile is held by us for as long as your account or profile continues to be active.

Information we hold for market research purposes is not usually held in a form that will identify you for longer than 9/12 months.

Information we hold for direct marketing purposes so that we can send you newsletters and other promotional material is held by us for as long as you continue to be interested in receiving our

marketing communications. However you can tell us to stop using your details for marketing purposes at any time by contacting us at <https://fleminghowden.co.uk/ordering/>

Who do we share this information with?

We share this data where necessary with our suppliers, service providers and professional advisers .

Otherwise we will not share your information with any third party unless:

- we have your permission;
- we are required to do so by law;
- this is necessary so that we can enforce our terms of use, rights or property or the rights or property of any third party; or
- this is necessary in connection with the sale of our business or its assets (in which case your details will be disclosed to our advisers and any prospective purchaser's advisers and will be passed to the new owners).

Where do we transfer this information to?

Information we collect when you subscribe to get our regular news and updates is stored within, and not transferred outside of, the United Kingdom.

Information you give us when you enter a competition, prize draw, or promotion

How do we use this data?

When you enter a competition, prize draw or promotion, we collect personal data from you as part of your entry. We use this to administer our competition, to communicate results where relevant and to deliver prizes. When we use your personal data for these purposes, we do so because it is necessary for us to collect and use this information for the performance of our contract with you in accordance with our promotion rules.

If you are lucky enough to win a competition, prize draw or promotion we use your data in additional ways. Unless you ask us not to, we will make your surname and county of residence available: (a) on request to anyone who sends us a self-addressed envelope within 10 weeks of the closing date of the competition; and (b) to the Advertising Standards Authority (**ASA**) if they ask us. We do this because it is necessary for the purpose of our legitimate interests in complying with the Code.

You have the right to object to our publication of this data. Please contact us as soon as possible, and within a week of receiving your winner's notification if you want to object.

If we haven't heard from you within a week, and we are asked to publish the information, we will do so. If you object later, we may have already published the information.

Where we are asked to disclose information to the ASA, and you object before we have disclosed the information, we will take into account your reasons for objecting although we may still be required to disclose this information, if for example, we are required to demonstrate that a valid award took place.

We also ask winners to agree to reasonable publicity and so we use winners' names and other data provided as part of that publicity (e.g. photos) to publicise your win and our brand. We use your information in this way as it is in our legitimate interests to publicise the winner(s) but you can object to our use of this data at any time by contacting us as soon as possible after you hear that you've won.

How long do we keep this information for?

Information we hold in connection with the management of competitions, prize draws, and promotions is usually held for 6 years.

Who do we share this information with?

We share this data where necessary with our suppliers, service providers and professional advisers and as required by the Code.

Otherwise we will not share your information with any third party unless:

- we have your permission;
- we are required to do so by law;
- this is necessary so that we can enforce our terms of use, rights or property or the rights or property of any third party; or
- this is necessary in connection with the sale of our business or its assets (in which case your details will be disclosed to our advisers and any prospective purchaser's advisers and will be passed to the new owners).

Where do we transfer this information to?

Information we collect when you enter a competition, prize draw or promotion is stored within, and not transferred outside of, the United Kingdom.

Direct Marketing

How do we use this data?

We will use contact details you give us to deliver promotional information that you request or that we feel may interest you. We will also use this information to gain insights into the needs and interests of our customer base and to evaluate the effectiveness of our marketing activities.

Unless we have obtained your contact details in the course of an online sale or negotiation for a sale and you have indicated you are happy to receive our marketing communications, we will only contact you for marketing purposes by email and/or SMS if you have consented to this.

When we use your data for our direct marketing purposes we do so for our legitimate interests in promoting our business and the goods and services we offer.

How long do we keep this information for?³

We keep information for direct marketing purposes for as long as you continue to be interested in receiving our marketing communications. We use tracking technology to help us monitor the effectiveness of our e-marketing and delete contacts from our e-marketing database after 2 years of recipient inactivity.

You can tell us to stop using your details for marketing purposes by contacting us at <https://fleminghowden.co.uk/ordering/> and can opt out of email marketing at any time by using our unsubscribe feature.

Who do we share this information with?

Where necessary we share this data with our suppliers and service providers.

Otherwise we will not share your information with any third party unless:

- we have your permission;
- we are required to do so by law;
- this is necessary so that we can enforce our terms of use, rights or property or the rights or property of any third party; or

- this is necessary in connection with the sale of our business or its assets (in which case your details will be disclosed to our advisers and any prospective purchaser's advisers and will be passed to the new owners).

Where do we transfer this information to?

Information we hold for direct marketing purposes is stored within, and not transferred outside of, the United Kingdom.

Your Rights

You can ask us at any time to provide you with a copy of your personal data. In relation to personal data you have supplied to us, and which is held by us for the purpose of entering into a contract between us or on the basis of your consent, you are entitled to ask us for a copy of this information in a structured, commonly used and machine readable format so that you can reuse it or share it with other organisations.

If you think the personal data we hold about you is inaccurate or incomplete, you can ask us to correct it or complete it.

In some circumstances you also have the right to object to our processing of your data and can ask us to restrict our use of your data and to delete it.

There are some exceptions to these rights, however. For example, it will not be possible for us to delete your data if we are required by law to keep it or if we hold it in connection with a contract with you. Similarly, access to your data may be refused if making the information available would reveal personal information about another person or if we are legally prevented from disclosing such information.

If you wish to exercise any of these rights you should contact us at <https://fleminghowden.co.uk/ordering/>

Contacting us and your rights of complaint

If you have a concern about the way we handle your personal data you have the right to complain to the Information Commissioner (ICO). You can find details of how to do this on the ICO website at <https://ico.org.uk/concerns/> or by calling their helpline on 0303 123 1113.

This privacy notice was last updated on 22.09.22.