

## **Privacy Policy**

This privacy policy sets out how Prima Bakeries Ltd uses and protects any information that you give us when you use our website. Prima Bakeries is committed to ensuring that your privacy is protected. Should we ask you to provide certain information by which you can be identified when using our website, you can be assured that it will only be used in accordance with this privacy statement. Prima Bakeries reserves the right to change this policy from time to time by updating this page. This policy is effective from October 2013.

### **What Info We May Collect and what we do with it**

We may collect the following information: name and email address, contact information including postal address and postcode. We require this information to maximise our service to you. We will hold this information for no longer than 6 months. Should you choose to allow us to, by selecting the "You may contact me with special offers" tick box, we will send occasional promotional emails about our new products, special offers or other information which we think you may find interesting. We may, on rare occasions, also use your information to contact you for market research purposes. This would only ever be by email. You can of course elect not to receive communication from us at any point and we absolutely promise that we will never pass any information to third parties including outside of the EU. We are committed to ensuring that your information is secure. In order to prevent unauthorised access or disclosure we have put in place suitable physical, electronic and managerial procedures to safeguard and secure the information we collect online. We will contact you if we are the victims of a data breach. You can contact us to request a copy of the data we hold on you and you can ask for us to amend or remove this information at any time. Should you be unhappy with how we handle your data you can lodge a complaint with a Data Protection Authority (DPA).

### **Cookies**

A cookie is a small file which asks permission to be placed on your computer's hard drive. Once you agree, the file is added and the cookie helps analyse web traffic or lets you know when you visit a site. Cookies allow web applications to respond to you as an individual. The web application can tailor its operations to your needs, likes and dislikes by gathering and remembering information about your preferences. We only use traffic log cookies to identify which pages are being used. This helps us analyse data about web page traffic and improve our website to tailor it to customer needs. We only use this information for statistical analysis purposes and then the data is removed from the system. Overall, cookies help us provide you with a better website, by enabling us to monitor which pages you find useful and which you do not. A cookie in no way gives us access to your computer or any information about you, other than the data you choose to share with us. You can choose to accept or decline cookies. Most web browsers automatically accept cookies, but you can usually modify your browser setting to decline cookies if you prefer. This may prevent you from taking full advantage of the website.

### **Links to Other Websites**

Our website may contain links to enable you to visit other websites of interest easily. However, once you have used these links to leave our site, you should note that we do not have any control over other websites. We cannot therefore be responsible for the protection and privacy of any information which you provide whilst visiting such sites and such sites are not governed by this privacy statement.