

WEBSITE PRIVACY NOTICE

KEY SUMMARY

This policy applies to the collection and handling of the data received in connection with the Ambrosia & Angel Delight Minions Text to Win promotion and explains what data we process, why, how it is legal and your rights.

For information on data collected on this website, please see: <https://www.premierfoods.co.uk/privacy> and for information on the cookies we use on this website, please see:

<https://www.premierfoods.co.uk/cookie-policy> This notice explains what data we process, why, how it is legal and your rights.

ABOUT US AND THIS NOTICE



This website ("our site") is operated by a member of the Premier Foods group of companies, the ultimate holding company of which is Premier Foods plc (registered in England and Wales with company number 05160050 and registered address Premier House, Centrium Business Park, Griffiths Way, St. Albans, Hertfordshire, AL1 2RE, United Kingdom).

All references to 'our', 'us', 'we', 'company' or "Premier Foods" within this policy are deemed to refer to Premier Foods plc, its subsidiaries, affiliates and associates we are a 'controller' for the purposes of the General Data Protection Regulation (EU) 2016/679 ("Data Protection Laws").

We take your privacy very seriously. We ask that you read this Privacy Notice carefully as it contains important information about our processing and your rights.

How to contact us

If you have any questions about this Privacy Notice, how we handle your personal data, or want to exercise any of your rights, please contact our Data Privacy Officer either:

By post: Premier House, Centrium Park, Griffiths Way, St Albans, AL1 2RE; or

By email: privacy@premierfoods.co.uk



Changes to the Privacy Notice

We may change this Privacy Notice from time to time. You should check this Privacy Notice occasionally to ensure you are aware of the most recent version that will apply.

WHAT PERSONAL DATA DO WE COLLECT AND WHY?

Personal data provided by you

➤ Visitors only

If you are just browsing our website we will not collect personal data

➤ Competition entries

When submitting an entry into our competitions, you may be asked to provide certain personal data with your competition entry, or upon winning the prize (such as your full name, date of birth, email address, residential address and phone number). We along with our service providers (please see below) will only collect, hold and process your personal data to the extent necessary to:

- administer the competition;
- to contact you if you are selected as a winner of a prize and, if you are the winner of a prize then, to send the prize to you;
- to respond to any consumer queries in respect of the competition;
- to announce you as a winner of the prize, if we receive a request for a list of winners in accordance with our competition terms and conditions. We will use your title, surname and county of residence (where applicable) to announce you as the winner of the prize. If you do not wish for your personal information to be used for this purpose or, if you wish to limit the amount of personal information that is published, please email our Data Privacy Team by emailing privacy@premierfoods.co.uk if you live in the UK

If you are not asked to provide your residential address with your entry then, if you are selected as a winner of a prize in our competition, you may be asked to provide your residential address or such other delivery address and information that we require to enable us to send you your prize.

If you are the winner of a prize, we may also ask you to participate in non-paid publicity and advertising for the purpose of promoting the promotion / competition, our brands and our business activities and we may use your name, county of residence and / or your image to do this. If you do not wish for your personal information to be used for this purpose of, if you wish to limit the amount of personal information that is published, please email our Data Privacy Team by emailing privacy@premierfoods.co.uk if you live in the UK.

Sensitive personal data provided by you

[We do not collect any sensitive personal data about you.](#)

Premier Foods' corporate and websites

If you visit the Premier Foods' corporate (www.premierfoods.co.uk) or brand websites (i.e. www.mrkipling.co.uk etc.) then we will only collect data that you enter into the website (for example to submit an enquiry).

We use cookies on these websites which collect information about the usage and performance of our website. The information that the cookies collect is anonymous. We use this information to analyse usage of our website by visitors to improve its performance and to inform decisions about content, layout and operation of the website and our services or products. If you visit these websites, please refer to their full privacy policies and cookie policies

HOW IS PROCESSING YOUR PERSONAL DATA LAWFUL?



We are allowed to process your personal data on the basis that it is in our legitimate interests to:

- administer your entry to the competition,
- if you win the competition, contact you, announce you as winner or for the purposes of publicity;
- monitor how our website is used in order to improve it. We use aggregated data to do this so it does not impact on your privacy;
- respond to enquiries, complaints and requests in order to serve our customers. We will only use your personal data for this purpose. If you are an existing customer, we may add information about the enquiry, complaint or request to other records we hold about you so we can provide a better customer service; and
- send you material you have requested, using the data you have provided.

Please be aware that you have the right to object to the processing of your data of any of the legitimate interests identified.



WHO WILL HAVE ACCESS TO YOUR PERSONAL DATA?

Like any business, we use service providers to assist us in administering our competitions and to assist us with other services, such as customer service. Some of these service providers will process your data as part of the services they offer to us. We take steps to ensure that our service providers treat your data in accordance with the law, only use it in accordance with our contract with them and keep it secure.

| Service provider | Reason for processing |
|-------------------------|--|
| CPM International Group | Customer services intermediary. |
| NetConstruct | Website administration. |
| 20Ten Creative Limited | Marketing agency who will administer the competition, including receiving and monitoring entries, contacting winners and arranging prize fulfilment. The marketing agency may also assist with responding to consumer queries relating to the competition. |
| Active Consultancy Ltd | Agency who will deliver prizes to winners in connection with the Promotion. |

How we keep your data secure

We strive to implement appropriate technical and organisational measures in order to protect your personal data against accidental or unlawful destruction, accidental loss or alteration, unauthorised disclosure or access and any other unlawful forms of processing. We aim to ensure that the level of security and the measures adopted to protect your personal data are appropriate for the risks presented by the nature and use of your personal data. We follow recognised industry practices for protecting our IT environment and physical facilities.

WHEN WILL WE DELETE YOUR DATA?



The table below provides details about how long we will process your data.

| Data we process | How long this will be held for |
|--------------------------------|---|
| Cookies / Analytics data | IP addresses are only collected in relation to competition entries, and data is held for up to 6 months after the end of the competition to monitor any fraudulent activity. |
| Information from enquiry forms | Until the enquiry has been completed and no further responses are received and for a period of up to 1 year after. |
| Complaints data | For a period of up to 6 years from date of last contact. If you have an existing complaint on file, the new complaint may be added to other information that we hold about you as a customer. |
| Competitions | We hold the entrant's data for a period of 6 months from the competition final closing date. |

YOUR RIGHTS



As a data subject, you have the following legal rights:

- the right of access to personal data relating to you
- the right to correct any mistakes in your information
- the right to ask us to stop contacting you with direct marketing
- the right to prevent your personal data being processed in some circumstances
- The right to object to processing of your data where processed on the grounds of legitimate interests
- the right to erasure in some circumstances

If you would like to exercise your rights, please contact us at the details set out above.

We will respond to any rights that you exercise within a month of receiving your request, unless

the request is particularly complex, in which case we will respond within three months.

Please note that exceptions apply to some of these rights which we will apply in accordance with the law.

➤ **Complaints to the regulator**

If you do not think that we have processed your data in accordance with this Privacy Notice, you should let us know as soon as possible. You also have the right to complain to the Information Commissioner's Office. Information about how to do this is available on his website at www.ico.org.uk.