

# Privacy Policy

## Bayne The Family Bakers

This Privacy Notice explains what happens to the personal information that we collect from you when you provide us with your data as part of the ordering process.

We may update this Privacy Notice from time to time so please check with us occasionally to ensure that you're happy with any changes.

Please take time to read this Privacy Notice carefully so you understand how we treat and use your personal information.

## Who are we?

We are SM Bayne & Co Ltd., a company that was established in 1954 by John Bayne with a proud tradition of serving great value, freshly baked, quality products. SM Bayne & Co Ltd. is registered at Companies House under company number SC030423 and our registered office is at Orwell Bakery, Loanhead Avenue, Lochore, Fife, KY5 8DD

We are also registered with the Information Commissioner's Office under registration number Z644279X.

If you have a question regarding how we use your personal information, please address your communication to the "Data Protection Officer" at our registered office or email [dataprotection@smbayne.co.uk](mailto:dataprotection@smbayne.co.uk).

We take data protection very seriously and respect the privacy of our customers. We are committed to protecting and respecting your privacy, in accordance with the General Data Protection Regulation ("GDPR") and the UK Data Protection Act 2018.

## What information do we collect from you?

When you complete your registration with Baynes, we may collect the following personal information from you:

- Your full name;
- Your contact telephone number;
- Your email address;
- Your contact postal address;
- Your mobile telephone ID (i.e. your unique address that identifies your mobile device);
- Your date of birth; and
- Your gender (if you choose to provide this).

## How is your information held?

Once collected, your personal information is held on the secure systems of our third-party suppliers involved in the operation of the Bayne website.

## How will we use your information?

GDPR allows us to use personal information only if we have a proper reason to do so which may be:

- To fulfil a contract we have with you; or
- When it is our legal duty; or
- To improve our service to you or investigate complaints; or
- When you consent to it.

A legitimate interest is when we have a business or commercial reason to use your information. But even then, it must not unfairly go against what is right and best for you. If we rely on our legitimate interests, we will tell you what that is.

We may share your data with 3<sup>rd</sup> parties with the intention of providing you with the service that you have requested. We will not sell your information to other organisations.

If you have opted to allow marketing information, you may opt out by unsubscribing from further emails.

## Only processing the personal information that we need to

Your personal information will only be processed to the extent that it is necessary for the specific purposes we tell you about.

When you place an order with Baynes or register with us with the intention of ordering from Baynes, you are giving us consent to store and process your personal information for that intended purpose.

## Who has access to your information?

We may be required to pass on any or all your personal information under the Data Protection Act 2018 to assist in:

- The administration of justice;
- Parliamentary functions;
- Statutory functions;
- Government functions.
- Misuse of our website.

We may also be required to share your personal information if we are under a duty to do so in order to comply with any legal obligation or to protect our rights, property or the safety of our business, customers, suppliers or employees. This includes exchanging information with other companies and organisations for the purposes of fraud protection.

We will also share your personal information with our third party suppliers involved in the operation of the Bayne Website. These third parties are involved in the following activities:

- Data hosting services of the Bayne's website;
- Payment support;
- Managing the maintenance of data held;

Apart from the circumstances set out above, we will not disclose your personal information to any third parties without your consent, unless we are satisfied that they are legally entitled to the information. Where we disclose your personal information to a third party, we will have regard to the data protection principles.

We will not:

- Sell your personal information to third parties; or
- Share your personal information with third parties for marketing purposes.

# How can you find out about and update your information?

You have the right to ask for a copy of the personal information that we hold about you.

If you wish to do so, please contact us:

- By email at [dataprotection@smbayne.co.uk](mailto:dataprotection@smbayne.co.uk);
- By post for the attention of the Data Protection officer, SM Bayne & Co Ltd., Orwell Bakery, Loanhead Avenue, Lochore, Fife, KY5 8DD.

In order to fulfil your request, we may need to first verify your identity.

Any questions regarding this Privacy Notice can be sent to us using the same contact details above.

The accuracy of your information is also important to us. If you change contact details or if you believe that any of the other personal information we hold is inaccurate, incomplete or out of date, please contact us as detailed above.

In addition to your rights set out elsewhere in this Privacy Notice, you also have the right to:

- Request details from us of the recipients of your personal information or the categories of recipients of your personal information, if it is supplied by us to any third parties;
- In certain circumstances have the processing of your personal information restricted;
- In certain circumstances be provided with the personal information that you have supplied to us, in a portable format that can be transmitted to another company;
- In certain circumstances not to be subject to a decision that is based solely on automated processing which would have a legal or significant impact on you.

If you wish to exercise any of the rights set out above, you must make the request in writing addressed to the "*Data Protection Officer*" as detailed above.

## Withdrawal of consent

If you have provided your consent for us to process your personal information, you have the right to withdraw your consent at any time.

If you wish to exercise your right to withdraw your consent, you must make the request in writing addressed to the "*Data Protection Office*" as detailed above.

## The right to object and deletion

You have the right to object to our use of your personal information, or to ask us to delete, remove, or stop using your personal information if there is no need for us to keep it. This is known as the "*right to be forgotten*".

There may be legal or other reasons why we need to keep or use your information, but please tell us if you think that we should not be using it.

If you object to our processing of any of your personal information, you must make the request in writing addressed to the "*Data Protection Officer*" as detailed above.

## How we keep your data secure

We and our third-party suppliers use reasonable and up to date security methods and business processes to keep your data secure and to prevent unauthorised or unlawful access to your information.

## Transferring your personal information outside the European Economic Area ("EEA")

We will not transfer your personal information outside the EEA unless such transfer is compliant with the UK Data Protection Act 2018, which in turn complies with "GDPR". This means that we cannot transfer any of your personal information outside the EEA unless:

- Under the UK Data Protection Act 2018, data processing in another country or international organisation is permitted where an adequate level of protection for your personal information; or
- The transfer of your personal information is subject to appropriate safeguards, which may include:
  - Binding corporate rules; or
  - Standard data protection clauses adopted by the EU Commission; or
- Where you explicitly consent to the proposed transfer.

# Right to make a complaint

If you have any issues with our processing of your personal information and would like to make a complaint, you may contact the The Information Commissioner's Office – Scotland, Queen Elizabeth House, Sibbald Walk, Edinburgh, EH8 8FT.