

True Roots - Privacy Policy (GDPR)

Data Protection Principles

According to the **Data Protection Act 2018** everyone responsible for using personal data has to follow strict rules called 'data protection principles'. These principles are listed below and True Roots and its partners uphold these principles.

- Information must be used **fairly, legally & transparently**
- Information must be used for **specific & explicit purposes**
- Information must be used in a way that is **relevant & limited to what is necessary**
- Information must be **accurate & up to date**
- Information must be kept **no longer than necessary**
- Information must be handled in a way that **ensures appropriate security**

There are stronger protections for the following information **However True Roots will never require such information from customers.**

- Race, ethnic background, political opinions, religious beliefs, trade union membership, genetics, biometrics, health, sex life or orientation

Customer Rights

Under the **Data Protection Act 2018** customers have the right to:

- Be informed about how their data is to be used
- Have access to their personal data
- Have incorrect data updated
- Have data erased
- Stop or restrict the processing of your data

What We Do

Subscribing Customer

1. At True Roots we ask our customers for the following information:
 - a. **Name** - So we can get to know our customers better and make sure the right products reach the right person.
 - b. **Address** - So that we can deliver our products directly to our customers.
 - c. **Phone Number** - So that we can contact our customers should there be a problem with delivery or another of our products.
 - d. **Email Address** - So that we can keep in touch with our customers informing them of essential information regarding their subscription and delivery, recipe

ideas, storage methods and ways of engage with our smallholding community.

2. At the time of asking for the information we tell them why we need it (see above).
3. Each year we will give our customers the opportunity to update their information and we encourage them to do so as soon as relevant.
4. We will always keep customer information in a secure online cloud that is password protected and accessed only by True Roots Partners Alexander and Nicholas Watt.
5. We will never ask for more personal information than that outlined in point 1.
6. As soon as a customer leaves us we will delete all of their information. Our mailing list will also have an unsubscribe facility. Please see below for more details.

Potential Customers

If we are fully subsidised for the year those enquiring about becoming customers will be given the option of being added to a waiting list.

1. If they wish to be added to the list we will require the following information:
 - Name - so we can know who we are contacting
 - Email address - in order to contact potential customers of our availability
2. We will contact those on the list once a year informing them of the situation with regards to availability and whether they wish to be removed from the list.

Leaving Customers

Once a customer has confirmed that they wish to leave we will:

1. Cancel their subscription if it is during the growing season.
2. Delete all personal information, including; name, address, phone number and email address.
3. Email confirming that their details have been erased.

Chat To Us

If you would like to discuss our GDPR policy any further please get in touch with us via any of the methods below.