



Creative Food Collection is committed to protecting our customer and supplier privacy and take our responsibility regarding the security of customer information very seriously. We will be clear and transparent about the information we are collecting and what we will do with that information.

This Policy sets out the following:

- > What personal data we collect and process about you in connection with your relationship with us and through your use of our website, mobile applications and online services;
- > Where we obtain the data from
- > What we do with that data
- > How we store the data
- > Who we transfer/disclose that data to
- > How we deal with your data protection rights
- > How we comply with the data protection rules
- > All personal data is collected and processed in accordance with EU data protection laws

Data controller

Creative Food Collection Ltd "CFC" is the "data controller" of all personal information that is collected and used regarding its customers and suppliers. "CFC" is registered in England and Wales with the number 7894153, VAT No GB230113770 and with the address of Tednambury Farm, Spellbrook, Bishop's Stortford, CM23 4BD, United Kingdom

What Personal data we collect

Personal data means any information relating to you which allows us to identify you, such as your name, contact details, payment details and information about your access to our website.

We may collect personal data from you when you contact Salud by e-mail, fair events (giving us your business card), application forms or through our website.

Specifically, we may collect the following information:

- Name
- Gender
- E-mail address
- (business) (mobile) Telephone number
- The communications you exchange with us or direct to us via letters, emails, chat service, calls, and social media

Your data may be used for the following purposes:

- a. Providing products and services you request: we use the information you give us to perform the services you have asked for in relation to the ordering and quotation process of our products
- b. Contacting you with the purpose to receive information about orders or customer services related questions. These communications are not made for marketing purposes and cannot be opted-out of;

- c. Administrative or legal purposes: we use your data for statistical and marketing analysis, systems testing, customer surveys, maintenance and development, or in order to deal with a dispute or claim.
- d. Security, crime prevention/detection: we may pass your information to government authorities or enforcement bodies for compliance with legal requirements;
- e. Customer Services communications: we use your data to manage our relationship with you as our customer and to improve our services and enhance your experiences with us;
- f. Marketing: from time to time we will contact you with information regarding new products, promotions and ancillary products via e-communications. You will have the choice to **opt in or opt out** of receiving such communications by indicating your choice at the application stage. You will also be given the opportunity on every e-communication that we send you to indicate that you no longer wish to receive our direct marketing materials.

We will only process your personal data where we have a legal basis to do so. The legal basis will depend on the reasons we have collected and need to use your personal data for.

In most cases we will need to process your personal data so we can start the contract with you.

We may also process your personal data for one or more of the following:

- To comply with a legal obligation;
- You have consented to us using your personal data (e.g. for marketing related uses);
- To protect your vital interests or those of another person (e.g. in case of a medical emergency);
- It is in our legitimate interests in operating as an international company (e.g. for administrative purposes).

Only children aged 16 or over can provide their own consent. For children under this age, consent of the children's' parents or legal guardians is required.

We will not retain your data for longer than is necessary to fulfil the purpose it is being processed for. To determine the appropriate retention period, we consider the amount, nature and sensitivity of the personal data, the purposes for which we process it and whether we can achieve those purposes through other means.

We must also consider periods for which we might need to retain personal data in order to meet our legal obligations or to deal with complaints, queries and to protect our legal rights in the event of a claim being made.

When we no longer need your personal data, we will securely delete or destroy it. We will also consider if and how we can minimize over time the personal data that we use, and if we can anonymize your personal data so that it can no longer be associated with you or identify you, in which case we may use that information without further notice to you.

Security of your personal data

We follow strict security procedures in the storage and disclosure of your personal data, and to protect it against accidental loss, destruction or damage. The data you provide to us is protected using SSL (Secure Socket Layer) technology. SSL is the industry standard method of encrypting personal information so that they can be securely transferred over the Internet.

We may disclose your information to trusted third parties for the purposes set out in this Privacy Policy. We require all third parties to have appropriate technical and

operational security measures in place to protect your personal data, in line with EU law on data protection rules.

Sharing your personal data

Your personal data may be shared with other companies. We may also share your personal data with the following third parties for the purpose described in this Privacy Policy:

- Government authorities, law enforcement bodies, regulators;
- E-mail marketing service providers assisting our marketing team with running customer surveys and providing targeted marketing campaigns;
- Legal and other professional advisers, law courts and law enforcement bodies in all countries we operate in in order to enforce our legal rights in relation to our contract with you;
- Cloud service (e.g. GoDaddy) or our external ICT partner. The exchange of information between Salud and these companies are encrypted and anonymous. We will try to minimize the exchange and use this only when needed.

Cookies and site tracking

Our website uses cookies to enable us to improve our service to you and to provide certain features that you may find useful. Cookies are small text files that are transferred to your computer's hard drive through your web browser to enable us to recognize your browser and help us to track visitors to our site; thus enabling us to understand better the products and services that will be most suitable to you. A cookie contains your contact information and information to allow us to identify your computer when you travel around our site for the purpose of helping you understand more about our products. Most Web browsers automatically accept cookies, but, if you wish, you can change these browser settings by accepting, rejecting and deleting cookies. The "help" portion of the toolbar on most browsers will tell you how to prevent your browser from accepting new cookies, how to have the browser notify you when you receive a new cookie, or how to disable cookies altogether. If you choose to change these settings, you may find that certain functions and features will not work as intended. The cookies we use do not detect any information stored on your computers.

For more information about cookies and how to stop cookies being installed visit the following website: <http://www.allaboutcookies.org>.

We use tracking software such as Google analytics. Google analytics use the collected statistical data completely anonymously.

Your Data Protection Rights

- **Request information** about whether we hold personal information about you, and, if so, what that information is and why we are holding/using it.
- **Request access** to your personal information (commonly known as a "data subject access request"). This enables you to receive a copy of the personal information we hold about you and to check that we are lawfully processing it.
- **Request correction** of the personal information that we hold about you. This enables you to have any incomplete or inaccurate information we hold about you corrected.
- **Request erasure** of your personal information. This enables you to ask us to delete or remove personal information where there is no good reason for us continuing to process it. You also have the right to ask us to delete or remove your personal information where you have exercised your right to object to processing (see below).
- **Object to processing** of your personal information where we are relying on a legitimate interest (or those of a third party) and there is something about your

particular situation which makes you want to object to processing on this ground. You also have the right to object where we are processing your personal information for direct marketing purposes.

- **Object to automated decision-making including profiling**, that is not to be subject of any automated decision-making by us using your personal information or profiling of you.
- **Request the restriction of processing** of your personal information. This enables you to ask us to suspend the processing of personal information about you, for example if you want us to establish its accuracy or the reason for processing it.
- **Request transfer** of your personal information in an electronic and structured form to you or to another party (commonly known as a right to “data portability”). This enables you to take your data from us in an electronically useable format and to be able to transfer your data to another party in an electronically useable format.
- **Withdraw consent**. In the limited circumstances where you may have provided your consent to the collection, processing and transfer of your personal information for a specific purpose, you have the right to withdraw your consent for that specific processing at any time. Once we have received notification that you have withdrawn your consent, we will no longer process your information for the purpose or purposes you originally agreed to, unless we have another legitimate basis for doing so in law.

If you want to exercise any of these rights, then please send us an email indicating in the subject line to sales@creativefoodselection.com. You will not have to pay a fee to access your personal information (or to exercise any of the other rights).

We may need to request specific information from you to help us confirm your identity and ensure your right to access the information (or to exercise any of your other rights). This is another appropriate security measure to ensure that personal information is not disclosed to any person who has no right to receive it.

Changes to Privacy Policy

Our Privacy Policy may change from time to time and any changes to the statement will be communicated to you by way of a notice on our website.