

AT Organics Privacy Policy

2nd October 2026

Last updated: 2nd October 2026

This policy explains how AT Organics collects, uses and protects personal information about customers, suppliers, website visitors and anyone else who deals with us. We keep it short and plain, and we only collect what we need.

1. Who we are and how to contact us

AT Organics is the **controller** of your personal data, which means we decide how and why it is used.

Legal name	AT Organics trading name of NGF Associates Ltd
Company number	17220405
Registered address	New Gant Farm, Swaffham Prior, Cambridge, CB25 0LQ
Privacy contact	Andrew Trump, andrew@atorganics.co.uk , 07980955490
ICO registration number	ZC242025

We are not required to appoint a Data Protection Officer. Questions about this policy or your data go to the privacy contact above.

2. Personal data we collect

We collect data you give us, data created when you use our website, and a small amount from third parties.

Category	Examples	Source
Identity and contact	Name, business name, email, phone, delivery and billing address	You
Orders and transactions	Products bought, order history, delivery notes, invoices	You, our payment provider
Payment	Confirmation that payment succeeded. We do not see or store full card details	Stripe

Category	Examples	Source
Supplier and trade	Contact details of buyers, merchants, contractors and their staff; bank details for paying invoices	You, your employer
Communications	Emails, enquiries, feedback, complaints	You
Marketing preferences	Newsletter sign-up and opt-outs	You
Website and device	IP address, browser type, pages visited, cookie identifiers	Your device, our analytics provider
Farm visits and events	Name, contact details, visit date, dietary needs, if catering	You
CCTV	Images of people on premises	Our cameras

We do not intentionally collect special category data (for example health information). If you volunteer it, such as an allergy for an event, we use it only for that purpose and with your explicit consent.

3. How we use your data and our lawful bases

The UK GDPR requires a lawful basis for each use of your data. Ours are set out below.

Purpose	Lawful basis
Taking, delivering and invoicing orders	Contract
Managing supplier, buyer and contractor relationships	Contract, or legitimate interests where the contract is with your employer
Answering enquiries and complaints	Legitimate interests (running our business and serving customers)
Keeping accounting and tax records	Legal obligation
Organic certification, traceability and food-safety records	Legal obligation
Sending our newsletter and offers by email or text	Consent, or the soft opt-in for existing customers (see section 4)
Analytics cookies and website improvement	Consent, or legitimate interests where the law exempts the cookie (see section 4)
Keeping the website and our systems secure	Legitimate interests
Farm visits, events and health and safety	Contract or legitimate interests; legal obligation

Purpose	Lawful basis
	for accident records
CCTV for security and crime prevention	Legitimate interests
Defending or bringing legal claims	Legitimate interests

Where we rely on legitimate interests, we have balanced our interests against your rights. You can ask us for details of that assessment. Where we rely on consent, you can withdraw it at any time without affecting earlier use.

4. Marketing, cookies and similar technologies

We only send marketing emails or texts if you have agreed to them, or if you bought from us and did not opt out.

Marketing. If you buy from us, we may email you about similar products under the PECR "soft opt-in", provided you were given a chance to opt out when you ordered. Every message has an unsubscribe link. We never sell or rent your details. To opt out at any time, click unsubscribe or contact us.

Cookies. Our website uses three kinds of cookies:

Type	What it does	Do we ask first?
Strictly necessary	Keeps your basket, checkout and login working, and keeps the site secure	No, these are exempt
Analytics	Counts visits and shows which pages are used, so we can improve the site	Yes
Marketing and third-party	[Social media pixels, advertising, embedded videos]	Yes, only with your consent

You can change your cookie choices at any time using the Cookie settings link in the website footer, or by blocking cookies in your browser.

5. Who we share data with, and international transfers

We share personal data only with organisations that help us run the business, or where the law requires it.

- **Service providers** acting on our instructions: website and online shop host [Shopify / Squarespace / WooCommerce], payment processor [Stripe / SumUp], email marketing [Mailchimp / Klaviyo], accounting software [Xero / QuickBooks], couriers [Royal Mail / DPD], IT support.
- **Professional advisers:** our accountant, solicitor, bank and insurers.

- **Organic certification body** [Soil Association Certification / OF&G] and other inspectors, where records they audit include personal data.
- **Government and regulators:** HMRC, the Rural Payments Agency, Defra, the Food Standards Agency, local authorities, police or courts, where the law requires it.
- **A buyer of our business**, if all or part of AT Organics is sold or restructured.

International transfers. Some providers store data outside the UK, for example in the EU or the USA. When they do, we make sure the transfer is lawful: either the country is covered by UK adequacy regulations (including the UK Extension to the EU–US Data Privacy Framework), or we use the ICO's International Data Transfer Agreement or Addendum with suitable safeguards. Contact us for a copy of the relevant safeguards.

6. How long we keep data

We keep personal data only as long as we need it, then delete or anonymise it.

Record	How long
Orders, invoices and accounting records	6 years after the end of the financial year they relate to (HMRC)
Customer and supplier contracts and correspondence	6 years after the relationship ends (limitation period for claims)
Organic certification and traceability records	At least 5 years, or longer if our certification body requires
Newsletter subscribers	Until you unsubscribe; inactive subscribers are removed after 3 years
General enquiries with no order	12 months
Accident book entries	At least 3 years (RIDDOR)
CCTV footage	60 days, unless needed for an incident
Website analytics data	14 months

7. Security

We protect your data with measures suited to a small business: password-protected and two-factor-secured accounts, encrypted website connections (HTTPS), access limited to people who need it, and paper records kept locked. Our service providers must keep data secure under written contracts. If a breach puts your rights at risk, we will report it to the ICO within 72 hours and tell you without undue delay where required.

8. Your rights

You have the following rights over your personal data, free of charge in most cases:

- **Access:** get a copy of the data we hold about you.
- **Rectification:** have inaccurate or incomplete data corrected.
- **Erasure:** have data deleted where we no longer have a reason to keep it.
- **Restriction:** ask us to pause using your data while a concern is resolved.
- **Portability:** receive data you gave us in a machine-readable format, where we rely on consent or contract.
- **Objection:** object to uses based on legitimate interests, and stop direct marketing at any time.
- **Withdraw consent** wherever we rely on it.

To use any right, contact us using the details in section 1. We may ask for proof of identity. We will reply within one month, which can be extended by two further months for complex requests; we will tell you if so. For access requests, we will carry out a reasonable and proportionate search.

9. Complaints

If you are unhappy with how we handle your data, please complain to us first. We will acknowledge your complaint within 30 days and respond without undue delay.

You can complain to us by email at [privacy@domain.co.uk], by post to the address in section 1, or by [online form link]. We will tell you what we are doing about it and the outcome.

If you are still not satisfied, you can complain to the Information Commissioner's Office (ICO): ico.org.uk/make-a-complaint, helpline 0303 123 1113.

10. Other information

Children. Our website and products are aimed at adults. We do not knowingly collect data from children under 13; if we learn we have, we delete it.

Automated decisions. We do not make decisions about you based solely on automated processing that have legal or similarly significant effects.

Changes to this policy. We review this policy at least once a year. The "Last updated" date at the top shows when it last changed; significant changes will be flagged on our website or by email.

Sources

- [DLA Piper: new complaints-handling rules under DUAA take effect 19 June 2026](#)
- [Costello Advisory: ICO cookie guidance update, 29 April 2026](#)
- [Policy Pros: cookie consent exemptions under the DUAA](#)
- [ICO: make a complaint](#)