

## THE WHIP UP A MASTERPIECE PROMOTION



### ABOUT US AND THIS NOTICE

This Privacy Notice explains what we do with your personal data in our capacity as Promoter of the Whip Up a Masterpiece promotion ("**Promotion**").

This Privacy Notice is provided by Premier Foods Group Limited (company number: 00281728) of Premier House, Centrium Business Park Griffiths Way, St. Albans, AL1 2RE, United Kingdom as the Promoter of the Promotion. All references to "**our**", "**us**", "**we**", or "**Premier Foods**" within this Privacy Notice refer to Premier Foods Group Limited.

We are the controller of your personal data. This means that we are responsible for complying with applicable 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 of personal data 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](mailto: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 each time you access this website.

### WHAT PERSONAL DATA DO WE COLLECT AND WHY?

#### ➤ Promotion entries



If submitting an entry into the Promotion, you will provide us with certain contact details, such as your name, email address, mobile telephone number, the name of your business or organisation, an image of your dessert submission and any information included in your written description or correspondence with us.

#### ➤ Sensitive personal data

We do not collect sensitive personal data from you.

#### ➤ Purposes for processing

We along with our service providers will only collect, hold and process personal data to:

- administering the Promotion;
- verifying eligibility and valid entries;
- issuing the £20 One4all voucher;
- responding to queries or complaints relating to the Promotion;
- preventing fraud or misuse of the Promotion; and
- complying with legal or regulatory obligations.

Your personal data will not be used for direct marketing purposes as part of this Promotion.



## **HOW IS PROCESSING YOUR PERSONAL DATA LAWFUL?**

We will use your personal data for the purposes and legal bases set below:

- We process your personal data on the basis that it is necessary for the performance of a contract between you and us, namely to administer the Promotion in accordance with the Promotion terms and conditions and to issue the voucher. If you do not provide the personal data requested when entering, we will not be able to administer your entry or provide the voucher.
- We are also allowed to process your personal data on the basis that it is in our legitimate interests to:
  - administer and operate the Promotion;
  - verify valid entries and eligibility;
  - issue and deliver vouchers;
  - respond to enquiries or complaints relating to the Promotion;
  - prevent fraud, misuse or abuse of the Promotion;
  - establish, exercise or defend legal claims; and
  - comply with industry standards and guidance (including advertising and consumer protection requirements).

You have the right to object to processing carried out on the basis of legitimate interests. To exercise this right, please contact us using the details set out in this Privacy Notice.

- In addition, we are permitted to process your personal data on the basis that it is necessary to comply with a legal and/or regulatory requirement. This includes providing the relevant information and the winning entries to the Advertising Standards Authority, the UK's regulator of advertising, if required to do so.



## **WHO DO WE SHARE YOUR PERSONAL DATA WITH?**

We share your personal data with William Murray Communications Limited, who acts as our data processor for the purposes of administering the Promotion and fulfilling vouchers.

We may also disclose your data to any advisors we may appoint and to regulatory or other authorities to comply with any applicable legal obligations.

We do not transfer your personal data outside the UK.

## 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?



Personal data relating to Promotion entries will be retained for up to 6 months after the end of the Promotion, unless a longer retention period is required to deal with queries, complaints or legal obligations.

If you contact us with a query or complaint, we may retain relevant correspondence for up to 6 years after resolution.

## YOUR RIGHTS

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 acknowledge any request that you make within one 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

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 have the right to make a complaint at any time to the applicable data protection authority for

data protection issues. We would, however, appreciate the chance to deal with your concerns before you approach the regulator so please contact us in the first instance. The regulator in the UK is the Information Commissioner's Office (ICO) - (<https://ico.org.uk/make-a-complaint/>).