



PRIVACY POLICY

INTRODUCTION

Avocado Social Ltd (here after known as data holder) is committed to protecting your privacy and security.

This policy explains what information we collect about you, how we may use it, and the steps we take to ensure that it is kept secure. We also explain your rights and how to contact us. We take great care to protect your details.

Due to a change to the rules which govern how we can communicate with you and a new regulation on personal data (the General Data Protection Regulation) coming into force in May 2018, you will have the choice as to whether you want to receive messages and be able to select how you want to receive them (email, phone or by post).

You can decide not to receive communications or change how we contact you at any time. If you wish to do so please contact Data handler by emailing alison@avocadosocial.com or telephoning 0845 544 3963 (Monday to Friday 09:00 – 17:30).

We will never sell your personal data and will only ever share it with organisations we work with when absolutely necessary, and if data privacy and security are guaranteed.

Any questions you have in relation to this policy or how we use your personal data should be sent to alison@avocadosocial.com or addressed to The Data Protection Officer, Avocado Social Ltd, Brockswood, Canal Lane, Alderbury, Wiltshire SP5 3NY.

ABOUT US

Your personal data (i.e. any information which identifies you, or which can be identified as relating to you personally) will be collected and used by Avocado Social Ltd (company no 08953628).

For the purposes of data protection law, Avocado Social Ltd will be the controller.

WHAT INFORMATION WE COLLECT

We collect data you provide to us. This includes information you give when working with us, attending an event, signing up to receive the e-newsletter or communicating with us. For example: personal details (name, email, address, telephone etc.) when you are working with us, making enquiries with us or entering competitions with us.

Information we generate



We occasionally conduct research and analysis on the information we hold, which can, in turn, generate personal data. For example, by analysing your interests and involvement with us we may be able to build a profile which helps us decide which of our communications are likely to interest you.

Information from third parties

We sometimes receive personal data about individuals from third parties. For example, we may use third parties to help us conduct research and analysis on personal data (and this can result in new personal data being created).

We may collect information from social media where you have given us permission to do so, or if you post on one of our social media pages.

Accidents or incidents

If an accident or incident occurs on our property, at one of our events or involving one of our staff then we'll keep a record of this (which may include personal data and sensitive personal data).

HOW WE USE INFORMATION

We will use the personal information gathered in our normal course of business primarily to provide the products, services, offers or news you have requested, and also for administration purposes:

- to confirm identification when you contact us

- to keep you informed of any special offers or promotions that we believe might be of particular interest to you

- to communicate with you in the event that any products or services you have requested are unavailable

- for statistical analysis, including automated techniques

- for record-keeping purposes

- for market research

- to improve and monitor our customer service to you

- for the prevention of crime and fraud.

We may contact you by post, email, telephone for these purposes.

DISCLOSING AND SHARING DATA

We will never sell your personal data. If you have opted-in to receive marketing communications from us, we may contact you with information about our suppliers, or third-party products and services, but these communications will always come from Data holder.

MARKETING

We use personal data to communicate with people to promote Data holder. This includes keeping you up to date with our news, updates, offers and events information.



You have the choice as to whether you want to receive these messages and be able to select how you want to receive them (post, phone, email).

You can decide not to receive communications or change how we contact you at any time. If you wish to do so please contact our Data Protection Officer by emailing alison@avocadosocial.com or telephoning 0845 544 3963 (Monday to Friday 09:00 – 17:30).

HOW WE PROTECT DATA

We employ a variety of physical and technical measures to keep your data safe and to prevent unauthorised access to or use or disclosure of your personal information.

Electronic data and databases are stored on secure computer systems and we control who has access to information (using both physical and electronic means).

STORAGE

Where we store information

The Data handler operations are based in the UK and we store our data within the European Union.

How long we store information

We will only use and store information for so long as it is required for the purposes it was collected for. How long information will be stored for depends on the information in question and what it is being used for. For example, if you ask us not to send you marketing emails, we will stop storing your emails for marketing purposes (though we'll keep a record of your preference not to be emailed).

We continually review what information we hold and delete what is no longer required. We never store payment card information.

KEEPING YOU IN CONTROL

We want to ensure you remain in control of your personal data. Part of this is making sure you understand your legal rights, which are as follows:

- the right to confirmation as to whether or not we have your personal data and, if we do, to obtain a copy of the personal information we hold (this is known as subject access request);
- the right to have your data erased (though this will not apply where it is necessary for us to continue to use the data for a lawful reason);
- the right to have inaccurate data rectified;
- the right to object to your data being used for marketing or profiling; and



- where technically feasible, you have the right to personal data you have provided to us which we process automatically on the basis of your consent or the performance of a contract. This information will be provided in a common electronic format.

Please keep in mind that there are exceptions to the rights above and, though we will always try to respond to your satisfaction, there may be situations where we are unable to do so.

If you would like further information on your rights or wish to exercise them, please write to our Data Protection Officer by emailing alison@avocadosocial.com or telephoning 0845 544 3963 (Monday to Friday 09:00 – 17:30).

Complaints

You can complain to Avocado Social Ltd directly by contacting our Data Protection Officer using the details set out above.

If you are not happy with our response, or you believe that your data protection or privacy rights have been infringed, you can complain to the UK Information Commissioner's Office which regulates and enforces data protection law in the UK. Details of how to do this can be found at www.ico.org.uk

COOKIES AND LINKS TO OTHER SITES

Cookies

We only use analytical cookies on our website which allow us to recognise and count the number of visitors and to see how visitors move around the site when they are using it but they do not identify you individually. They help us to improve the way our website works by ensuring that you are easily able to find what you are looking for on our website. Read more about the cookies we use by clicking [here](#)

Links to other sites

Our website contains hyperlinks to many other websites. We are not responsible for the content or functionality of any of those external websites (but please let us know if a link is not working by using the 'Contact us' link at the top of the page).

If an external website requests personal information from you (e.g. in connection with an order for goods or services), the information you provide will not be covered by The Data handlers Privacy Policy. We suggest you read the privacy policy of any website before providing any personal information.



When purchasing goods or services from any of the businesses that our site links to, you will be entering into a contract with them (agreeing to their terms and conditions) and not with The Data handler.

CHANGES TO THIS PRIVACY POLICY

We'll amend this Privacy Policy from time to time to ensure it remains up-to-date and accurately reflects how and why we use your personal data. The current version of our Privacy Policy will always be posted on our website.