

1. Introduction

Welcome to the privacy notice of LA FROMAGERIE Ltd. (“we”). We are committed to protecting and respecting your privacy. This Privacy Policy explains in detail the types of personal data we may collect about you when you interact with us. It also explains how we’ll store and handle that data and keep it safe.

LA FROMAGERIE Ltd. is the data controller.

2. What is the Privacy Policy for?

To give you information on how we collect and process your personal data through use of this website, including any information you may provide when you sign up to our newsletter, pre-order something in store or make any general enquiries.

It gives information about (a) why we collect and use personal data (b) what personal data we collect (c) the choices we offer, including how to access and update your personal data (d) our use of cookies and how you may disable such cookies. It does not apply to the practises of third party websites; we are not responsible for the Privacy Policies of third party websites linked on our site.

We may change and update this Privacy Policy from time to time.

3. What Personal Data do we collect?

(1) we can only fulfill online orders, phone orders or pre-offers if we collect your personal data. By personal data we mean personally identifiable information like name, address and contact number, etc. Credit card information is entered directly through the secure Squarespace platform and we do not record or hold these details.

(2) we also collect, use and share Aggregated Data such as statistical or demographic data for any purpose. This is derived from your personal data, but does not directly or indirectly reveal your identity.

(3) we do not collect any Special Categories of Personal Data about you (this includes details about your race or ethnicity, religious or philosophical beliefs, sex life, sexual orientation, political opinions, trade union membership, information about your health and genetic and biometric data). Nor do we collect any information about criminal convictions and offences.

4. How do we collect your Personal Data?

We use different methods to gather information from and about you including through:

(1) Information you give us. When you make a purchase on our website; when you pre-order some products or services in store or by phone; when you book to attend an event, tasting or training event; when you contact us or engage with us on social media.

(2) Information we collect about you. Gathered by the use of cookies in your web browser (see below for more information on how we use cookies). This includes technical information (e.g. IP address, time zone etc.); information about your visit (webpages visited etc.).

5. What do we do with your personal data?

(1) your data allows us to carry out our obligations to you (delivering your order, etc.).

(2) with your consent, we will use your personal data, to keep you informed by email and post, about information on our products and services including promotions, events and collaborations.

(3) as part of our interest in providing the highest levels of ongoing service we use aggregated information to better plan new products and services.



6. Information Security

We are committed to ensuring that any personal data you give to us is kept secure. In order to minimise the risk that there is unauthorised access we ensure that your personal data is password-protected, and sensitive data such as payment card information is either processed by a specialist third party who have the highest level of security compliance or physically locked away until it is needed.

7. Who do we share your personal data with?

We sometimes share your personal data with trusted third parties. We provide only the information they need to perform their specific services, for example delivery couriers.

8. How we use Cookies

Cookies are pieces of data your web browser stores on your hard drive. We use cookies so we can recognise you when you pay a repeat visit to our website and to track the items in your shopping basket. Cookies are enabled on behalf of Squarespace, enabling us to gather statistics on the usage of our site in order to continue to improve our site and enhance the customer experience. Only domain names or IP Addresses are gathered, personal information is not recorded. If you would prefer to restrict, block or delete cookies from ours, or any other website, you can use your browser to do this. Each browser is different, so check 'Help' menu of your particular browser to learn how to change your cookie preferences.

9. How long will we keep your personal data?

Whenever we collect or process your personal data, we'll only keep it for as long as is necessary for the purpose for which it was collected. At the end of that retention period, your data will either be deleted completely or anonymised, for example by aggregation with other data so that it can be used in a non-identifiable way for statistical analysis and business planning.

10. Your rights

You have the right to:

- (1) request access to your personal data. This enables you to receive a copy of the personal data we hold about you and to check that we are lawfully processing it.
- (2) request correction of the personal data that we hold about you. This enable you to have any incomplete or inaccurate date we hold about you corrected.
- (3) request erasure of your personal data. This enables you to ask us to delete or remove personal data where there is no good reason for us continuing to process it. Note, however, that we may not always be able to comply with your request for specific legal reasons, which will be notified to you if applicable.
- (4) request restriction of processing of your personal data.
- (5) request the transfer of your personal data to you or a third party.
- (6) withdraw consent at any time where we are relying on consent to process your personal data, including direct marketing, etc.

11. How to Contact Us

Questions, comments and requests regarding this privacy policy are welcomed and should be addressed to marylebone@lafromagerie.co.uk

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