



Roots Delivery Ltd Privacy Notice

26/04/2021

Contents

1. Introduction
2. Who we are
3. Company and websites within scope
4. Collection of Personal Data
5. Lawful basis for the processing of personal data
6. Storage of personal data
7. Security Measures
8. Your rights as a data subject
9. Contact Us
10. Complaints

1. Introduction

We as a company appreciate the trust placed in us when sharing your personal data. The security of that data is of the utmost importance to us and in this document we will explain how we go about collecting, using and protecting your data.

2. Who we are

Roots Delivery Ltd is a third-party delivery service contracted to deliver from local farmers, producers and suppliers of fresh quality produce. We are hosted online through our website and apps via Wix & Ordering.co and therefore data is shared with these organisations as necessary; these organisations also use third party services such as; Intercom, Addroll, Google Analytics and Tend.io.

Our registered office address is:

Roots Delivery Limited
144 Chatsworth Drive
Mansfield
Nottinghamshire
NG18 4QX
United Kingdom

If you have any queries regarding personal data processing or want to exercise your data subject rights, please email us at admin@rootsdelivery.co.uk.

3. Company and websites within scope

The below listed company and its websites and apps are within scope for this privacy notice.

Roots Delivery Limited - www.rootsdelivery.co.uk

Roots Delivery - Customer App

Roots Delivery - Driver App

Roots Delivery - For Business App

These sites are predominantly run through UK based servers, utilising AWS cloud infrastructure; section 6 below will provide more information on any non-UK data processing.

4. Collection of personal data

We collect personal data from you for one or more of the following listed purposes:

- To Provide you with information that you have specifically requested or that we think may be relevant to a subject in which you have specifically demonstrated an interest in.
- To initiate and complete transactions with you, or the entity you represent, for the purchase of products and/or services.
- To fulfil a contractual obligation that we have entered into with you or the entity you represent, in providing purchasing and delivery services of local produce.
- To ensure the security and safety of our website and apps and any underlying business infrastructure.
- To properly manage any communication between you and us as a company.

The table below provides more detail and lists the relevant data we collect for each purpose and our lawful basis for doing so, as well as the period of retention for said information.

Technical Information

As well as personal data, to ensure any and all visitors to our website or apps are able to safely and effectively use our services and navigate the site, we collect the following;

- Technical information, including the IP (internet Protocol) address used to connect your device to the internet.
- Your login information, browser type and version, time zone settings, browser plugins.
- Operating system and platform
- Information about your visit to our website or apps

Our policy regarding the use of cookies can be viewed as part of our privacy policy, available through our website, this details how we use cookies.

5. Lawful basis for the processing of personal data

The table below details forms of personal data collected and the lawful basis for doing so. We as a company are hosted online by Ordering.co through our website and apps and have processes in place to ensure that only people in our organisations who have a genuine requirement to access your data can do so. Some data collected is used for multiple purposes as shown below. Where some data may be shared with third parties is also detailed below to ensure transparency over the collection and processing of your personal data.

When information is processed on the lawful basis of ‘legitimate interest’, we apply the following tests to ensure this is appropriate:

The purpose test - is there a legitimate interest behind the processing?

Necessity test - is the processing of said information necessary for that purpose?

Balancing test - is the legitimate interest overridden, or not, by the individual’s interests, rights or freedoms?

Purpose of collection	Information category	Data collected	Purpose for collection	Lawful basis for processing	Data shared with?	Retention period
1. To provide you with information	Subject matter information	Name, company name, geographic location, email address.	To provide appropriate online or email information about products and services that you have requested.	Contractual fulfilment	Internally and with our third-party web hosts.	Maximum of seven years from the date the information is collected. Maximum of 3 years following

		To provide further, related, online or email information and ongoing news updates in relation to the identified area of interest.	Legitimate interest	Internally and with our third-party web hosts.	6 months of account inactivity and an inactivity notice.
	Email address, telephone number.	Follow-up to ensure requested information meets needs and identify further requirements.	Legitimate interest	Internally and with our third-party web hosts.	
	Personal contact information as provided through website forms or at trade shows or via any other means.	General mailing list subscription.	Consent	Internally only.	

2. Transactional information	Transaction details	Name, physical address, email address, telephone number, bank account details.	To process purchase transactions for products and services with customers, and to ensure any transaction issues can be dealt with. For accounting and taxation purposes. Documentation should any contractual legal claim arise.	Contractual performance Statutory obligation Legitimate interest	Internally and with our third-party web hosts. Internally, our third-party web hosts and professional advisers. Internally, our third-party web hosts and professional advisers.	Maximum eight years from the date of the performance of the contract. Five years for VAT records from the performance of the contract.
	Payment card data	PAN (primary account number), cardholder name, service code, expiration date	To fulfil purchase requests using payment cards.	Contractual performance	Payment card companies, Stripe.	Only retained whilst payment transaction takes place, during payment authorisation process.

5. Communications	Contact information	Names, contact details, identification details.	To communicate with you about any issue that you raise with us or which follows from an interaction between us.	Legitimate interest	Internally, our third-party web hosts and, as necessary, with professional advisers.	Relevant statutes of limitation.
6. Product development	Survey data	Names, contact details, identification details.	To develop existing and new products that meet the expectations and requirements of our customers.	Consent	Internally and where additional consent is given for marketing purposes.	If anonymised for statistical research, this data may be kept indefinitely. Where not anonymised, it shall be retained for a maximum of one year.

6. Storage of personal data

Roots Delivery Ltd is a UK – domiciled company whose primary office and business is in the UK.

- The majority of our websites and web applications are hosted in the UK on UK based servers, these servers are accessed by UK and US based staff through our third-party web hosts.
- We have necessary and appropriate contractual and security measures in place with our USA web hosts to ensure that personal data is protected.
- All of our physical staffing, customer relations management, marketing management, accounting management and insurance policies are UK based.
- Our payment and banking arrangements are based in the UK with online payments hosted through Stripe.

7. Security Measures

Our website hosts utilise AWS – (Amazon Web Services) as part of their cloud infrastructure, this service utilises ‘AWS data centers and a network architected to protect your information, identities, applications and devices.’

More information can be found here; <https://aws.amazon.com/security>

8. Your rights as a data subject

As a data subject whose personal information we hold, you have certain rights. If you wish to exercise any of these rights, please email admin@rootsdelivery.co.uk or use the information supplied in the ‘Contact us’ section below. To process your request, we will ask you to provide two valid forms of identification for verification purposes. Your rights are as follows:

- **The right to be informed**
As a data controller, we are obliged to provide clear and transparent information about our data processing activities. This is provided by this privacy notice and any related communications we may send you.
- **The right of access**
You may request a copy of the personal data we hold about you free of charge. Once we have verified your identity and, if relevant, the authority of any third-party requestor, we will provide access to the personal data we hold about you as well as the following information:
 - a) The purposes of the processing.
 - b) The categories of personal data concerned.
 - c) The recipients to whom the personal data has been disclosed.
 - d) The retention period or envisioned retention period for that personal data.
 - e) When personal data has been collected from a third party, the source of the personal data.

If there are exceptional circumstances that mean we can refuse to provide the

information, we will explain them. If requests are frivolous or vexatious, we reserve the right to refuse them. If answering requests is likely to require additional time or occasions unreasonable expense (which you may have to meet), we will inform you.

- **The right to rectification**

When you believe we hold inaccurate or incomplete personal information about you, you may exercise your right to correct or complete this data. This may be used with the right to restrict processing to make sure that incorrect/incomplete information is not processed until it is corrected.

- **The right to erasure (the ‘right to be forgotten’)**

Where no overriding legal basis or legitimate reason continues to exist for processing personal data, you may request that we delete the personal data. This includes personal data that may have been unlawfully processed. We will take all reasonable steps to ensure erasure.

- **The right to restrict processing**

You may ask us to stop processing your personal data. We will still hold the data but will not process it any further. This right is an alternative to the right to erasure. If one of the following conditions applies, you may exercise the right to restrict processing:

- a) The accuracy of the personal data is contested.
- b) Processing of the personal data is unlawful.
- c) We no longer need the personal data for processing but the personal data is required for part of a legal process.
- d) The right to object has been exercised and processing is restricted pending a decision on the status of the processing.

- **The right to data portability**

You may request your set of personal data be transferred to another controller or processor, provided in a commonly used and machine-readable format. This right is only available if the original processing was on the basis of consent, the processing is by automated means and if the processing is based on the fulfilment of a contractual obligation.

- **The right to object**

You have the right to object to our processing of your data where:

- Processing is based on legitimate interest;
- Processing is for the purpose of direct marketing;
- Processing is for the purposes of scientific or historic research; or
- Processing involves automated decision-making and profiling.

9. Contact Us

- Any comments, questions or suggestions about this privacy notice or our handling of your personal data should be emailed to admin@rootsdelivery.co.uk
- Alternatively, you can contact us at our office using the following postal address or telephone number:
- **Roots Delivery Ltd**
144 Chatsworth Drive
Mansfield
Nottinghamshire
NG184QX
United Kingdom
- **Telephone:** 07791170940 / 07496212392
- Our telephone service is open 9:00 am – 5:30 pm GMT, Monday to Friday.